



# CONTACTS

O C T O B E R 1 9 5 1



*A Warm Western Welcome to*  
*Their Royal Highnesses*

**The Princess Elizabeth**  
*and*  
**the Duke of Edinburgh**

It is with a deep sense of pride and affection that we unite with all Canada in welcoming Their Royal Highnesses, The Princess Elizabeth and the Duke of Edinburgh.

We look forward with eager anticipation to the arrival of the Royal Couple in Winnipeg on Tuesday, October 16, and we know that their natural charm will open wide to them the gateway of the West.

May the visit of Her Highness and the Duke of Edinburgh to the prairies add immeasurably to their happy memories.

After they have gone they will leave behind them unforgettable memories which will last as long as the lives of all who were fortunate enough to see them.

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FRONT COVER—*Photo by Karsh*



## God Save The King!



DURING these anxious days our prayers are offered for the speedy recovery of His Majesty King George VI, one of the best-loved monarchs to occupy the British throne. A kindly, unassuming gentleman, he has become a true personality to the many millions of his people and won a special place in their hearts.

May he soon be restored to health and able to resume his kingly tasks and responsibilities.





Mr. J. A. Snowden

## Good Merchandising a Necessity

— • —  
Mr. J. A. Snowden, City Merchandise Office, is Guest Speaker at First Dinner Meeting for Fall of Assistants' Association

*"It is the customers who in the final analysis determine the lines we carry. We must first find out what most of our customers will want to buy and then go looking specifically for such lines."*

Such was the theme of an inspiring address on the importance of good merchandising delivered by Mr. J. A. Snowden, City Merchandise Office, to the Assistants' Association during their first dinner meeting of the fall season, held on Friday evening in the Grill Room.

Elmer Freeman, newly elected president of the Assistants' body, introduced the speaker.

### Wide Merchandising Experience

Tracing the guest speaker's career, President Freeman said that Mr. Snowden had joined the Company in March, 1928. His first position was with the Women's Apparel Department in the Saskatoon Store, where he rose to head of department. In 1941 he stepped up again to assistant store manager. After serving in the navy during the war, he returned to Saskatoon and in September, 1945, resumed his duties as assistant store manager.

In December, 1945, Mr. Snowden went to Calgary as merchandise manager, then in March, 1947, was appointed store manager at Port Arthur. Finally, last October, Mr. Snowden was appointed to the City Merchandise Office, Winnipeg.

In his opening remarks, Mr. Snowden said that while he would very much like to give the association the story of what was being done in some of the Western stores, which he thought would be interesting, he felt that at this time he should talk about selling, and direct the thinking along lines of sound merchandising. He knew the ideas he proposed to discuss were familiar to all, but thought they should be restated now and then as a reminder of their importance.

During the post-war years retail stores generally had a tendency to overlook the fundamentals of good merchandising. This self-satisfied complacency must now be put to rout if stores were to progress.

*Basically, the job was to sell more goods to more people and keep the people coming back. Ever-mounting costs of doing business made it imperative that stores sell more goods and continue to do so, at a profit.*

### Basic Stock, Runner Items, Unit Control

Mr. Snowden stressed the importance of ensuring that basic items of stock were always on hand; of ordering them when they were in low supply instead of waiting till they were out. It was also necessary to keep an eye on runner items (or repeat items), so as to be able to use the market for these to the full. And, of course, to be able to determine basic stock, runner items, etc., a stock unit control—the simpler the better—was an absolute essential.

He emphasized that the important thing was to *buy to sell*, not because goods were likely to be in short supply and would perhaps appreciate in value, but to *remember always that the customer was the person to consider—what the customer would buy was the determining factor on what could be sold. Departments must be stocked with wanted lines.*

To keep better stock, better assortments, departments must also keep intelligent records—simple, direct, informative. This helps a store to have the goods customers want when they want them.

### Advertising and Promotion

There was sometimes a tendency to blame the advertising for every misfire on the selling front. Do not forget, however, that the best advertising in the world could not sell goods that are unwanted. It was important to keep good selection and depth of supply of goods advertised and to make sure they were of good quality. On the other hand, good advertising and good



promotion could certainly help a well-merchandised department. While the advertising of specially priced lines was an important means of attracting people to a store, selling was more clearly a merchandising job.

#### Planned Promotions Must Have News Value

*The market should be approached by the buyer with definite ideas as to what our customers wanted, and those goods should be looked for.*

A "roll call" form of advertising should be avoided, that is, advertising goods that the customer had every right to expect in that department.

Timing was another important factor. Seasonable goods were sometimes offered too early, when a little later might have had good results. And advertising *must* be followed up by good display in the department itself.

#### Selling the Salespeople

Planning a promotion was a tremendously interesting affair. During its preparation we get enthusiastic ourselves. The next people who must be made enthusiastic are the salespeople; the salesperson and the person at the telephone order board are Eaton's to the customer. They pass their enthusiasm for the goods on to the buyer.

#### Follow Through

It is vital that important features in newspaper advertising be backed up with imaginative displays, not only in the window, but also *right in the departments*. "Always follow through with every ethical device at your disposal."

#### The Last Three Feet

Mr. Snowden finished with a very pungent extract from an article by Charles G. Nicholls:

"Today, retailers have got to concentrate their interests on *the last three feet*, which represent the distance across the counter between the salesperson and the customer. Nothing really happens until we come to *the last three feet*. When the customer says 'Yes' and the sale is rung up in the cash register, then, and only then, is business created and the production-distribution cycle completed."

#### New Members Welcomed

During the evening Mr. Freeman welcomed to the association: Tommy James (Stoves and Heating), Dick Dailley (Men's Clothing), Dave McFadden (Delivery), L. Glazier (Garage), G. McGregor (Children's Shoes), A. C. Waddell (M.O. Men's Shoes). Mr. Freeman also thanked the outgoing executive for the splendid job they had done under the leadership of past president, Stan Houston.



Elmer Freeman, President

#### Sponsors and Constitution

Ruth Spurway, speaking for Lloyd Waddell (who was away on holidays), presented a brief report from the sponsors' committee; and Elmer Freeman, speaking for the constitution committee, stated that they hoped to have a full report on the constitution ready for the next general meeting.

On the program side, Bill Komar played four numbers on his piano accordion, which were enthusiastically applauded.

Altogether a rousing first meeting for fall, '51, with a highly worthwhile message for all present.

#### "IT'S A NICE IDEA"

One day a customer was unable to get her usual saleswoman, and as a pleasant looking young person offered to wait on her, decided not to waste her time, and accepted the substitute.

The sale went off well. The customer found what she liked. The parcel was ready with the change in reasonable time, and the saleswoman handed her the sales slip.

Turning to the girl, intending to ask her name, she explained: "I would like to know your name. And I would like to have you wait on me again sometime."

The girl smiled and suggested: "Look on the back of your sales slip, madam." There the girl had written her name and a notation—"thank you."

—Adapted from "Women's Wear"

# BOOSTER BUILDERS!

Recent "Thank You" Notes From Our Customers Commending Eatonians

## Take a Bow, Mr. Richards

Here's a tribute to Mr. Richards (Linens) from an American tourist who visited the Store. The article, part of which we reprint, appeared in the *Creston News' Advertiser*, Creston, Iowa:

"Linens are lovely in Winnipeg, especially at Eaton's. And should you go there in the next 18 months, ask for Mr. Richards at the Linen Department. He has been there for years and loves linens. After another year and a half he reaches retirement age. He rather thinks when that time comes he'll retire and move to the States, probably California. But if he does, I hope he will find employment in a linen shop, for I can't think he will ever be happy without the feel and 'companionship' of his beloved damasks and Irish linens."

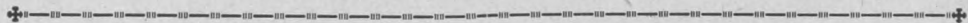
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## A Thoughtful Act

A relative of an employee found a glasses case with the glasses in it. As she did not know to whom they belonged, she asked her cousin to take them into Eaton's with her, as the case had Eaton's name on it.

The thoughtfulness of Mrs. Elmer England, who found the glasses, and of her cousin, Kay Prynne, of 119, who brought the glasses in, was appreciated by the customer who wrote as follows:

"We wish to sincerely thank you for the return of our son's eyeglasses. It is just such kindly and unsolicited acts as this that keep us aware of the personal integrity of your Company and its employees."



## What is the Eaton Spirit?

The Eaton spirit is the combined faith and enthusiastic loyalty which we have for the Store and for our fellow employees. This faith and loyalty is based upon our knowledge of the principles of this Store, its high standard of merchandising and its square deal in the treatment of employees and customers. . . . What a fine thing to know that we are working for a firm whose principles and conduct of business are above reproach; and here let us note that the foundation upon which our business is built is the public confidence of the people of Winnipeg and Canada, and this confidence has stood the test of time.

## Curtain Call for Mr. Tyler

This Booster letter is addressed to the Wallpaper Department:

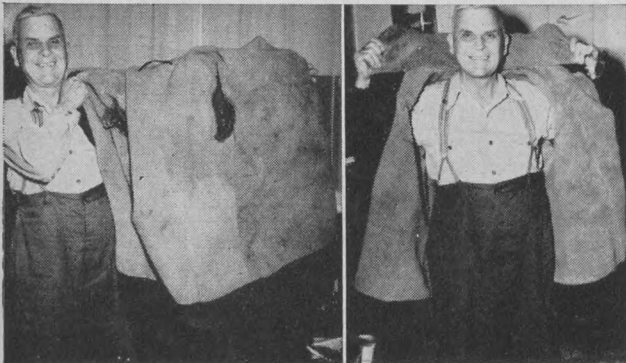
"I want to thank you for services rendered by a Mr. Tyler, of your department. It was going to be a rather difficult problem to obtain paper that would give our front room width and yet blend with our variety of colours in furniture, etc. My husband and I had tried to decide on colours with no satisfaction, yet Mr. Tyler knew instantly what sample to offer. We were somewhat hesitant, but we are delighted with the beauty of the results. Ever so many people have commented on its choice and attractiveness. Mr. Tyler not only knows his business but has the necessary patience and desire to please, regardless of how small the order may be. We thank you for such an employee."

\* \* \*

## An Aberdonian Thanks Packers

One of the employees had a letter from a friend in Aberdeen who had written to Eaton's for a wedding cake for his parents' 60th wedding anniversary. The letter was to say that the cake had been so carefully packed, under the supervision of Mr. James McClure, Despatch, that it had arrived without even a particle of icing broken.

Take a bow, packers!



Four

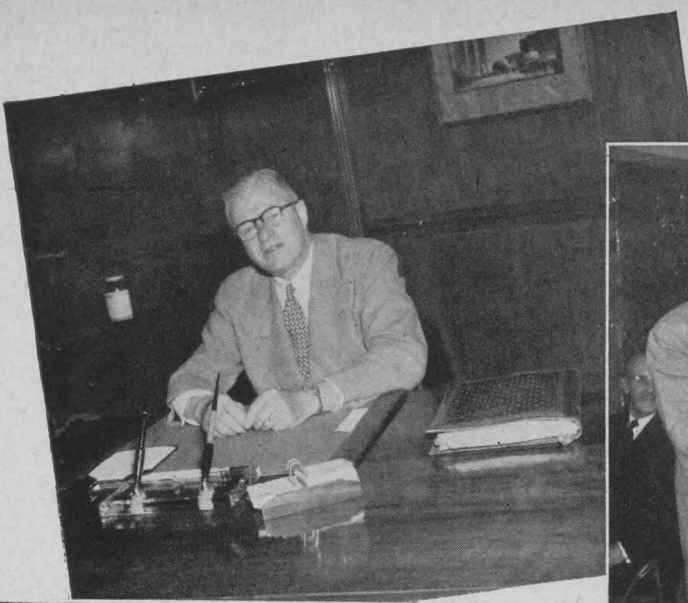
## MONEY'S WORTH

A Transcona customer wrote the Company stating that in 1912 he purchased, through the M.O., a sheepskin coat for \$12, which he was still wearing occasionally while doing his outside chores in the extreme winter weather. Besides this, he had used the garment through the 39 years to cover the horses or the vegetables.

Here is a picture of Mr. Peck holding up the coat to show that it is still in good condition. The leather lining is still pliable and the coat retains its shape.

Thank you, Mr. Peck, for letting us see how well this merchandise has stood the test of time and weather.





To a superintendent's desk come a big cross-section of the day's problems—many requiring quick decisions.



Mr. Pickard receives "A little souvenir of this very happy occasion," presented by Mr. Clayton Tucker.



Mrs. Pickard and daughter, Joan, were also guests of honour.

## Mr. W. B. Pickard Completes 45th Milestone

**Store Superintendent Honoured by Business Associates**

*"Give the world the best that is in you  
and the best will be given back to you."*

By rugged adherence to this principle over the years, Wesley Brown Pickard, the Galt, Ontario, boy who started with the Company as a junior in the Sporting Goods Department, rose to the highly responsible position of Store superintendent.

It was away back on August 27, 1906, or a year after Eaton's came to Winnipeg, that young "Wes" punched his first time card. Thus on August 27 last, Mr. Pickard celebrated his 45th anniversary with the Company.

Greeting our superintendent on his arrival at the Store was a hefty pile of wires and letters expressing the felicitations of friends from practically every point in the Company.

### **Dinner at "Lower Fort"**

In honour of the occasion, an informal dinner was held for Mr. Pickard at the Motor Country Club after Store closing on Monday, August 27. The gathering was arranged by the Store executives, and Mr. R. S. McCordick, general manager,

(Continued on Page Six)

## Mr. W. B. Pickard Completes 45th Milestone

(Continued from Page Five)

presided. On behalf of all present, our general manager extended hearty congratulations to Mr. Pickard on the completion of this important milestone in his long and outstanding career with the Company.

### "Family" Party

Also highlighting this memorable anniversary was a big "family" party held the following evening at the lovely new home of Mr. and Mrs. Dan McInnes on Henderson Highway.

Besides the guests of honour—Mr. and Mrs. Pickard and daughter, Joan—others attending were some sixty representatives from the departments under Mr. Pickard's supervision.

### Presentation of Carving Set

Following a delicious dinner served in the gaily decked recreation room, Mr. Pickard was presented with a Gerber Danish silver carving set by Mr. Clayton Tucker, spokesman for the gathering.

In conveying the collective congratulations and good wishes of all present, Mr. Tucker said that he had worked with Mr. Pickard for forty-one years. During the last ten years it had been a close association, as a result of the Company's return to a part-horse delivery during the war years in order to conserve gasoline for war purposes.

"As I came to know Mr. Pickard more intimately," said the speaker, "and grew accustomed to his quick decisions, his resourcefulness and dynamic actions, I placed a high valuation on his efforts and realized how fortunate I was to be associated with him. In his position as Store superintendent he has done much for all who came under his jurisdiction—especially for the staffs over which he has presided in a supervisory capacity."

Mr. Tucker then dipped into those rich memories of his and told the story of a horse-buying venture (reported elsewhere in this issue) that revealed the true Pickardian humanness and understanding.

### "Company Honourable to the Last Degree"

Mr. Pickard was deeply moved by the heart-warming tribute and the gift from

those closely associated with him from day to day.

"Naturally, every day is not always sunshine," said he, "but most of them are. My association with my fellow workers has always been a great pleasure."

To the younger people coming along he urged the productive use of idle hours, adding: "I have only praise for the Company we all work for. It has been most generous to me and its methods are honourable to the last degree. I say to you all that ability, honesty and good hard work will always be recognized and admired. *The responsibilities our Company entrusts to its men are unequalled by any other company on the North American continent,*" declared Mr. Pickard. *"The opportunity is yours and the possibilities unlimited."*

Mrs. Pickard and her daughter, Joan, also expressed their pleasure at being invited to join in the festivities.

### On the Program Side

Of course, when you get Jack Morrison and Don Kirkland together you always have a program of song and unpredictable, but exhilarating, entertainment. Added to this versatile duo was the lovely voice of Isobel Wilson, plus the piano styling of Bert Kilgour, who also played for the informal dance that followed.

*Other credit lines* go to Bob Love and chef Henri (the peerless) Voegeli, who served the delicious dinner. Also to Sam Hives and Bill Sorby who assisted in the arrangements.

Finally, another warm thank you note to mine host and hostess, Mr. and Mrs. McInnes, for their gracious hospitality right up to the end of the chapter when they served tea and cake!







Top Left:  
**Clifford Cook**  
Top Right:  
**Dan R. Ritchie**  
Left Centre:  
**Robert Morrow**  
Lower Left:  
**Thomas Burns**

## ***Forty Years an Eatonian***

### **CLIFFORD COOK**

A case of silver was the departmental gift to Cliff Cook, who celebrated his 40th anniversary with the Company, August 28.

Cliff was born in Lowestoft, Suffolk, England, and has been with the Mail Packing for his 40 years of service. As a section head, his special responsibilities are Order Offices' packing.

In leisure hours he is an enthusiastic gardener and grower of prize gladioli. Cliff has a wife and two children, Henry and Lillian May.

### **THOMAS BURNS**

Supervisor of the Staples, Mr. Burns was in Belfast, Ireland, on his 40th anniversary, Sep-

tember 12, so festivities were postponed until his return. Meanwhile the department cabled him their congratulations. A big batch of telegrams and letters expressing the good wishes of friends across Canada was also mailed to the genial "Tommy," as he is popularly known.

That Tommy and his good wife, who accompanied him, may thoroughly enjoy their visit to the Emerald Isle is the wish of their hundreds of friends in Winnipeg and the West.

### **ROBERT MORROW**

"Have always enjoyed working with fellow Eatonians in both Store and M.O.," says Bob of his Store service. After 30 years on the Elevator staff, where one meets so many fellow employees, he should know! (The other ten years were spent with the mail, express and freight shipping.) Of course, the fact that he comes from Ballymena, Ireland, might have something to do with his remark.

Bob served with the Lord Strathcona's Horse for two and a half years in both France and Belgium. He is a member of King Memorial Church and secretary of the Sunday School, so will doubtless welcome the Parker pen and pencil presented to him with the good wishes of the Elevator staff by Mr. J. Cheale on his anniversary, September 1. Bob is married and has three children, George, Muriel and Bobby, and enjoys gardening.

### **DAN R. RITCHIE**

Another highlight in the life of the Drapery Workroom occurred on September 5 when Dan Ritchie, a shade cutter with the department, observed his 40th anniversary with the Company and the department.

Dan received a lovely floor lamp as a gift from the staff, presented by Mr. Herb Cooper, supervisor, and Mrs. Ritchie was presented with roses. Mr. Cooper expressed his appreciation of Dan's loyal service, his interest in his work and his co-operation over the 40 years.

Dan comes from Bo'ness, Scotland, and spent five years as a sergeant with the 16th Battalion, Canadian Scottish, during World War I. He is married, and three children, Walter, Tom and Margaret, are with the Company. Another son, Alex, is employed with the Winnipeg Free Press.



Top Picture:  
**Thomas Dodds**

Left Picture:  
**William Main**

Right Picture:  
**John William Baker**

## **Thirty-Five Years With Eaton's**

### **THOMAS DODDS**

The popular Tommy Dodds with the tuneful tenor who, incidentally, is head of department, M.O. Paints and Wallpaper, celebrated his 35th anniversary with the Company on September 7.

Mr. N. Forbes, supervisor, presented Tommy with a beautiful diamond and ruby Shrine emblem as a gift from the staff, and Mr. A. H. Young, M.O. superintendent, presented a lovely oil painting to Tommy as a memento from his friends and business associates in Toronto. Notable among the decorations on our hero's desk was a large picture of Mr. Dodds posed in his soulful rendering of "Sweet Violets."

The occasion was made memorable for Mrs. Dodds (the former Rita Law of 116) by a gift of roses from the staff and an enthusiastic welcome when she visited the department to see the anniversary celebration. Tommy and Rita have a son, Thomas, Jr.

On Friday, September 14, a departmental party was held in honour of Tommy's 35th and Art Scott's 40th, which is coming up.

### **WILLIAM (Bill) MAIN**

Bill Main, from Downies, near Aberdeen, Scotland, had his 35th anniversary with the Company on September 11. The M.O. Packing, where he has been for his 35 years, presented him with a table lamp.

Of his Store service, Bill says that he and his wife spent a holiday abroad: "We visited our London and Paris Offices and found the staff courteous and helpful. They found us an hotel in London and got train tickets for us, in fact, 'real Eaton service,' so thanks, London and Paris!"

Bill is married and has a son, Ronald James. Bill spends his leisure hours at his summer cottage at Winnipeg Beach.

### **JOHN WILLIAM BAKER**

When he celebrated his 35th anniversary with Eaton's on August 31, the Economy Women's Dress Department gave their head of department, Jack Baker, a sun cart to help with the furnishing of his new home and garden. He was also presented with a pen and pencil set, and flowers were sent to Mrs. Baker.

Besides the Self-Serve, where he spent the last 13 years of service, Mr. Baker was with the Women's Sportswear for 19 years and with 517 Department in Calgary for three years.

Mrs. Baker was Margaret E. McBean, formerly of the Dress Department. They have five children, one son, Hilliard, and four daughters, Barbara, Margaret, Lorraine and Patsy.



## W. H. DENNIS

Store Manager,  
Medicine Hat, Alta.

"Happy Birthday To You" sang the entire staff of the Medicine Hat Store as they greeted their Store manager, Mr. W. H. Dennis, on the occasion of his 35th anniversary with the Company, August 29.

Mr. Frank Walters, head of department, Linens, presented Mr. Dennis with a smart raw-hide, gold-initialled suitcase on behalf of the department managers. Larry Long, assistant, Furniture Department, then handed Mr. Dennis a matching case on behalf of the Social Club, and 35 roses were sent to Mrs. Dennis, also from the Social Club.

A dinner was held for Mr. Dennis at the Cosmopolitan Hotel at which a batch of congratulatory telegrams from friends all across Canada was read.

Both Mr. Dennis and Mr. Walters were formerly with the Staples Department, Winnipeg. Old friends here join with Medicine Hat in extending anniversary greetings.



## EMMA FRENCH

(No Picture)

Head of department, Misses' Dresses, Miss Emma French celebrated her 35th anniversary with the Company on August 24, and with the exception of about six months spent with the Dressmaking Salon, it was her 35th anniversary with the Dress Department.

Miss French's associates praise very highly her administrative ability, her popularity with Eaton customers and employees alike, as well as her ability in training her staff. They also speak of her capability in the markets.

As an anniversary gift, Miss French was presented with a travelling clock along with the good wishes of the staff. She was born in Tiptree, Essex, England, and is a member of the Professional and Business Women's Club.

## 1921—Thirty Years With Eaton's—1951

GRACE NIGHTINGALE (M.O. Complaints) .....	September 21
MRS. GEORGINA RITCHIE (M.O. Draperies) .....	September 26
CHARLES NELSON (M.O. Packing) .....	September 26

## RECENT APPOINTMENTS

### Winnipeg

- Department W1762—Candy Factory:  
MR. J. WOODHOUSE, head of department.
- Department W151—Delivery;
- Department W157—Truck Painting:  
MR. D. McFADZEAN, assistant.
- Department W1—All Gloves, Hosiery, Umbrellas and Canes:  
S. M. FLEMING, head of department.

### Calgary

- Department C272—Carpets, Linoleum, Oilcloth, Tile and Oriental Rugs;
- Department C1078—Contracts:  
A. J. WARD, head of department.
- Department C1100—Lunch Counter:  
MRS. M. THOMAS, assistant.

### Saskatoon

- Department S272—Carpets, Linoleums, Oilcloth, Tile, and Oriental Rugs:  
MR. D. A. ADAMS, assistant.
- Department S1100—Snack Counter:  
C. NICHOLSON, in charge (pro tem). (This is in addition to his present duties as head of department in Departments S379, S580 and S284.)  
MRS. E. HUOT, signature.
- Advertising, Ticket Writing:  
H. N. BALLOID, head of department.  
C. B. STAIGH, assistant.

### Chilliwack, B.C.

- MRS. D. HERRON in charge.

### Camrose

- MR. G. L. BERRY in charge.



*Welcome to the*  
**EATON**  
*Quarter-Century Club*

See Write-ups and  
 Description of Pictures  
 on Facing Page





## Welcome to the Quarter-Century Club

### ALFRED JOSEPH NEAL

Acting for the the Receiving staff, Alex Patterson, assistant, presented Alfred Neal with a coffee table on the occasion of his 25th anniversary with the Company, which he celebrated on August 16.

Alf came to Canada from Hertfordshire where he was born, although his parents came originally from Donegal, Ireland. Are they all Irishmen in 132?

A Manitoba girl was Alf's choice for a bride. They now have a married daughter and a small granddaughter, Ramondel MacLean. Alf is fond of gardening, particularly growing flowers. He says he has enjoyed being with the Company and the 25 years seems a short time.

### CYRIL GORDON PALMER

A member of the Manitoba Camera Club and a keen photographer who does his own developing, Cyril Palmer of the Jewellery Repairs, entered the Eaton Quarter-Century Club August 23. His Store service has been spent with the Jewellery Repairs.

Cyril is a watchmaker by trade and came to Canada from Weston-Super-Mare, Somersetshire, England. Besides his photography, Cyril plays the piano and enjoys motoring.

Mr. O. Olafson, assistant, presented Cyril with a gladstone bag as a gift from the staff.

### WILLIAM WHALE

"We most heartily welcome our good and congenial friend, Bill Whale, into the Quarter-Century Club," stated Mr. J. Dunlop, supervisor, Basement Store, as he presented Bill with a hostess chair from the staff on August 23.

Bill came from Belfast, Ireland, and gained a thorough knowledge of the dry goods business before he joined the Company. He has been in the Basement Store for his full length of service.

Besides golf, curling with the Eaton Men's Curling Club and bridge with the Eaton Men's Bridge Club, Bill enjoys music and is an accomplished pianist. For two years he was Arts and Crafts Director of the Laura Secord Home and School Association.

Married, Bill has a married son, Derek, and a daughter, Shelagh.

### RALPH M. CLARK

"We hope to have him around for another 25 years," is the D.A.'s tribute to their head of department who celebrated 25 years with Eaton's on August 25.

Ralph was guest of honour at a dinner at the St. Charles Hotel where Mr. W. Thomson, group manager, presented him with a nylon golf bag and a set of matched irons and woods (to iron out the slice, we understand). Mrs. Clark received a bouquet of red roses. Another gift was presented to Mr. Clark, also to help out with a favourite sport. Mr. H. H. Matthews handed him a very curvaceous cue to enable him to hit around the corners of a pool table. Curling is another interest.

Ralph is married to the former Elizabeth Armstrong of the Calgary G.O., whom he annexed while putting in an eight-year stint in the Calgary Store. The Clarks then moved to Port Arthur where Ralph helped to open the Store there. In 1939 they came back to Winnipeg and the Budget Plan Office. The Clarks have two daughters, Patricia and Leslie, and a son, Terence.

### GEORGE NISBET

"Have enjoyed my work very much and one of the nice things is the great number of friends I have made. I have never had a late pass in 25 years," says George Nisbet, who had his 25th anniversary with the Company on August 30.

Mr. M. L. Tasker, head of department, Basement Men's and Boys' Furnishings, presented George with an inscribed gold wrist watch as a gift from the department, where he has spent the last seven years of his service. He was previously with the Basement Meats.

George, who comes from Kilmarnock, Scotland, is a curler, of course. He also M.C.'d an amateur show, the Cheerio Concert Party, that gave concerts for the Air Force and Army during the Second World War.

### FREDERICK HOPPER BROWN

"Very fortunate to work with a firm that does so much for its employees" is Fred Brown's opinion regarding his Store service. Fred, who is with the General Office, joined the Quarter-Century Club on August 30.

Durham, England, is his birthplace, and he spent two years as a gunner in the R.C.A. (anti-tanks) during the second World War, and was wounded.

Mr. R. B. T. Whitbread, supervisor, presented Fred with an inscribed gold Solar wrist watch from the staff; the girls in his section gave him a bill-fold, and the Expense Office gave him two dozen golf balls, as he golfs with the Eaton Men's Golf Club.

Besides golf, Fred is interested in home movies and in singing. Mrs. Brown was Evelyn Morrison, formerly of the G.O. Propinquity again!

### ISAAC (PAT) KILPATRICK

An enthusiastic member of the Eaton Men's Golf Club, Pat's quarter-century gift of a caddy cart from the M.O. Dress Goods Department, where he is assistant, will be much appreciated.

Mr. Len Vincent, supervisor, made the presentation to Pat at a dinner held in his honour at Moore's on August 31. (Pat's anniversary was on September 2.) Among the congratulatory telegrams read by M.C. Phil Odell, head of department, Dress Goods, Store, was one from Mr. P. H. Longstaffe, M.O. head of department, who was away on business.

Besides golfing, Pat, who comes from Portadown, Co. Armagh, Ireland, is a keen curler and was on the M.O. team that won the cup last year, and on two occasions was on the team which won the McGee trophy.

Pat is married to the former Zillah Dancey who was with the M.O. Dress Goods, and they have two daughters, Angela and Grace.

(Continued on Page Twelve)

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### Description of Pictures on Facing Page

Top Row—Left: A. J. Neal (left) with Alex Patterson, assistant, 132. Centre: Cyril Palmer (Jewellery Repairs). Right: William Whale (Basement Store).  
Centre Row—Left: Ralph Clark, head of department, D.A. Office, with Mrs. Clark and family. Centre: George Nisbet (Basement Store). Right: Fred H. Brown (General Office). Lower right: Isaac Kilpatrick, assistant, M.O. Dress Goods.

Lower Row—Left: John Kulack (Shoe Repairs). Centre: Theodore Anderson (right) is presented with a quarter-century gift from the China Department by Mr. Vic Dancer, supervisor. Right: Bill Patterson (Despatch Department).

## "Let George Do It"

Do you need a plane ticket on the five o'clock flight for Winnipeg? An hotel reservation? Or a dozen and one essentials of a buyer visiting the markets? "Let George do it," and presto! it will be done—speedily, quietly, thoroughly. And done, too, with a ready smile and a kindly manner that has won George Rudland (Toronto Buying Office) more friends during his Eaton service than many men gather in a lifetime. Indeed, George's willingness to help has become a tradition and Eaton men from Halifax to Vancouver just "leave it to George."

On September 7, George celebrated his quarter century with the Company and was presented with a gift of luggage by Mr. W. Grierson, supervisor, acting for the staff. A veritable flood of congratulatory wires also arrived from across Canada, including a batch from Winnipeg Eatonians. After store closing, a reception was held for Mr. Rudland at the Royal York Hotel, when Mr. Grierson presented him



with a travel case to match the gift received earlier in the day.

Lauding George Rudland's service, Mr. Grierson also spoke of the honour in belonging to the Eaton Quarter-Century Club—one of the largest and most outstanding of its kind in the world.

Mr. Wish Houston, speaking on behalf of the Winnipeg men present, quoted the motto, "Ich Dien" (I serve), when thanking George Rudland for his years of helpfulness to the Company's Western buyers.

\* \* \*

George's interest in practically every type of sport was recognized in the outdoor equipment that decked his office. That ten-gallon hat he's wearing was donned, of course, in tribute to his Western admirers.

## Welcome to the Quarter-Century Club

(Continued from Page Eleven)

### JOHN KULACK

Winnipeg-born John Kulack, of the Women's Shoes, celebrated his quarter century with the Company on September 7.

Jack spent 17 years in the China Department, seven of them as a glass cutter. During World War Two he served three years as a leading patrolman with the R.C.N.V.R., two of them overseas.

He is married to the former Alice McDermott, of Grocery Packing, and they have a son, Robert John.

Besides golf and bridge, Jack is past president of the Retail Boot and Shoe Bowling League. He also enjoys singing in a choir.

The Women's Shoe Department held an anniversary party recently for four of their staff, when Jack was presented with a set of irons to help with his golf.

### THEODORE EDWARD ANDERSON

From Gelfe, Sweden, at three years of age came Ted Anderson, of the China Packing. Several years later he found his way to Eaton's and liked it so well he observed his 25th anniversary with the Company and the China Department on September 7.

Mr. V. Dancer, supervisor, acting for the combined staffs of 52 and 252, presented Ted with a box of fishing tackle and the good wishes of the gathering.

Besides fishing, Ted plays golf with the Eaton Men's Golf Club and bridge with the Eaton Men's

Bridge Club. He is married and has two daughters, Hazel and Mae.

Ted was overseas with the P.P.C.L.I. for four years during the Second World War, returning with the rank of sergeant.

### WILLIAM (PAT) PATTERSON

"Here's the clock you've been watching for 25 years," said the donor solemnly as he handed Pat a badly beaten-up kitchen clock on the occasion of his 25th anniversary, September 9, which was celebrated on September 8. Besides the gag gift, Pat received a beautiful gold-filled expansion watch bracelet from the staffs of 127, 129 and 130, and a coffee table as the departmental gift, presented by Mr. J. McClure, head of department.

Mr. McClure, in making the presentation, mentioned Pat's upbringing in Carrickfergus, County Antrim, North Ireland, which had bred in him the gift of fellowship that had enabled him to make so many friends during his 25 years with the Company.

Pat is married to the former Annie Donaldson of the Eaton Shirt Factory, and they have two sons, Jim, who was an officer in the second World War and was shot down, and Bill, who served with the Manitoba Dragoons. Pat himself served with the North Irish Horse for four years during the first World War.

Besides fishing and gardening, Pat curls with the Despatch curlers.





## 74 Eatonians Win Prizes In the Trans-Canada Sale Preview Quiz for Employees

The Major Prizes Were Won By:

**First Prize, \$100.00**.....**Irene Allan** (Handkerchiefs, Neckwear, etc.)  
**Second Prize, \$75.00**.....**Gordon Smith** (Sporting Goods W.R.)  
**Third Prize, \$50.00**.....**Margaret Stevens** (Mail Order Packing)  
**Fourth Prize, \$25.00**.....**Eileen Jones** (M.O. Money Returns, etc.)

Four Eatonians won themselves sizeable chunks of money in the Trans-Canada Sale Employees' Preview Quiz held Thursday, September 13, and Friday, September 14, in the Donald Annex—a welcome lift, indeed, to any fall budget!

Seventy others won prizes of \$5.00 each.

Presentation to the winners was made by Mr. R. M. Pinfold, assistant general manager, in his office.

A particularly happy winner was Gordon Smith (Sporting Goods Workroom) who captured the second prize of seventy-five dollars.

"I'm getting married next month," said Gordon, "and I'm going to use that seventy-five dollars to buy a new suit." "Double congratulations," said Mr. Pinfold, with a hearty handclasp.

And congratulations to all the other winners. To those who didn't get a prize—may Lady Luck be with you next time!

### DESCRIPTION OF PICTURES ABOVE

Top Row—Mr. R. M. Pinfold and Mr. A. D. MacDonell (extreme left) greet the four major prize winners: Eileen Jones, 4th; Margaret Stevens, 3rd; Irene Allan, 1st, and Gordon Smith, 2nd.  
 Lower Row—Left: Junior Councillor Alice Sutherland and Junior Executive Dave Frame draw the seventy winners of \$5.00 prizes. Each contestant had to answer a Trans-Canada Quiz question. Right: Mr. Pinfold presents the first prize of \$100.00 to Irene Allan.

## Wedding Belles

Rice and old shoes and all the symbols of good luck for a happy marriage is the wish for these brides and grooms from their friends in Eaton's

1—EILEEN HOSKI (Furniture) married Bruce Bickell at St. Giles' Church, August 17. The departmental gift was Revere ware and the girls held a miscellaneous shower in Eileen's honour.

2—FRED BERGMAN (Engineers) was married to Eileen Evans, August 4, at Gimli Lutheran Church. Fred's gift from the gang was a chenille bedspread.

3—EILEEN CALVERLY (M.O. Cashiers) married El Grierson (Delivery) at St. Paul's United Church, August 25. The department gave Eileen blankets and she received an electric iron as a shower present.

4—MADELINE PILON (M.O. Complaints) became the bride of Leonard Henschel at Riverview United Church, August 25. She was presented with a torchere as a gift from the department and received a blanket as a shower gift.

5—MARIE RINELLA (Mailing List) married P.F.C. J. A. C. Helm at the R.A.A.F. Base, Biloxi, Mississippi, September 1. The department gave Marie a bedthrow and pillowcases, and the girls held a linen shower for her.

6—LIL ORCHOWSKI (M.O. Packing) was married to Kasmir Manchur at Holy Ghost Church on August 4. She was presented with a clothes hamper as a departmental gift and received a set of dishes and Revere ware at a shower.

7—JOYCE WEURCH (6th Floor M.O. Coffee Bar) married Adolf Lilke at Glad Tidings Tabernacle, August 25. The departmental gift was a torchere and the girls on the staff held a miscellaneous shower in her honour.

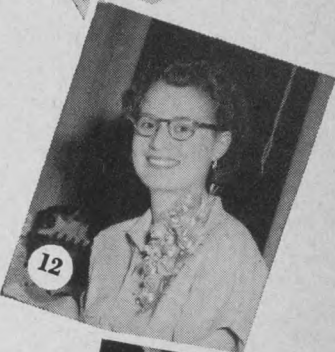
8—HELEN KASPERSKA (M.O. Copying) married David Logan at St. John's Cantius Church, August 4. The departmental gift was a coffee table.

9—TERRY CANCELLA (M.O. Exchanges) and William Garrick were married at Holy Rosary Church, August 18. A chenille bedspread was the departmental gift to Terry.

10—IRENE BARNABE (Shirt Factory) became the bride of Edward Butra at St. Boniface Basilica on August 25. Irene received a bedthrow as a gift from the department and copper-clad ware and a bedspread at a shower.

11—MURIEL MILLS (Furs) was married to Hank Riddolls at King Memorial Church, August 24. A blanket was the gift of the department and she received a mirror at a shower.

(Continued on Page Fifteen)



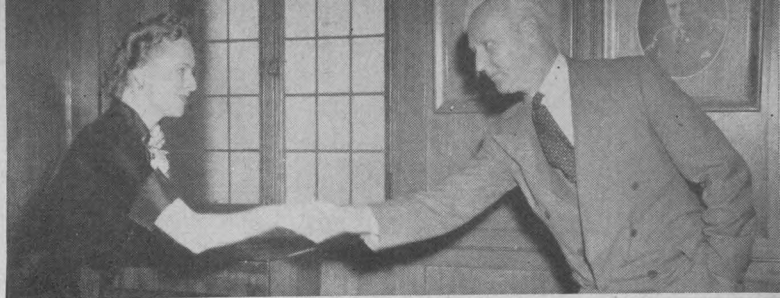


## SEPTEMBER BRIDE

Miss Shirley Anderson, Executive Offices, was united in marriage to Mr. Lindsay Cleghorn at St. John's United Church on the evening of September 15.

Prior to leaving the Company on Saturday, September 8, Shirley received a pair of Duncan Phyfe drum top tables. Mr. A. R. Tucker, who made the presentation on behalf of Shirley's office associates, extended the best wishes of all for every happiness in her new life.

Presentation of a Doulton figurine was also made to Shirley by the girls of the associated offices at a buffet supper held in her honour.



Miss Anderson receiving felicitations from Mr. A. R. Tucker.

## WEDDING BELLES

(Continued from Page Fourteen)

12—IRIS BELL (Piece Goods) was married to George Moodie at St. James' Presbyterian Church, August 4. Blankets were given to Iris as a departmental gift.

13—TONI ASSELIN (Construction Office) and Allan Brunnan were married at Holy Cross Church, August 25. A set of crystal sherbets was the gift of the department.

14—GRACE BILLMAN (Furs) married James Gordon at a friend's home on July 21. She was presented with a blanket.

15—VIRGINIA WOINIAK (M. O. Correspondence) married Elmer Rentz at Norwood United Church, August 11. She was presented with a blanket and mixing bowls.

16—DORENE KOWAL (M.O. Sales Room) and GORDON BECK (M.O. Men's Shoes) were married at Holy Ghost Church, Brooklands, on August 25. Dorene received a mirror as a departmental gift and a waffle iron and sandwich toaster as a shower gift. Gordon was presented with a torchere by his department.

## When The Cold Bug Gets You

When mother's apple pie is no more appetizing than a wedge of boiled cellophane . . . when that cold in the head stuffs up your nose, runs a fever and brings a general washed-up feeling . . . you've either got a common cold or influenza of the mild type that is always with us.

### About Those Tiny Bugs

We still do not know a great deal about the common cold, except that it is highly contagious and often paves the way for the more serious troubles.

We do know that the germ is a filterable virus— as much smaller than a microbe as a man is smaller than Eaton's Store, with the Parliament Buildings added for good measure. Imagine a particle tiny enough to slide through a coffee cup and you get the idea!

### Something To Blow About

When you become "nose conscious," save yourself a lot of trouble. Blow gently, sweet Agnes! Clear one nostril at a time. Don't pinch both nostrils together and let out a foghorn blast! Strenuous blowing can easily force infected matter into the eustachian tubes which lead to the delicate inner ear and mastoid bone.

Yes, it's a good idea to blow the nose discreetly at times, but physicians warn that it is especially important during flu epidemics when you may be a walking reservoir of infectious nasal secretions.

### Scalding the Dishes Helps

If anyone around the house has symptoms of flu or a cold, you might spend an extra few minutes washing and scalding the dishes. Tests during an epidemic proved that sterilized dishes greatly reduce the influenza hazard.



### To Fight Off Cold Germs

*Get plenty of rest.* Loss of sleep and burning the candle at both ends make us an easy target for the cold dive-bomber.

*Eat moderately.* Over-eating and over-acidity are bad for us.

*Rooms kept too hot* also make us more likely to give in to the cold germ.

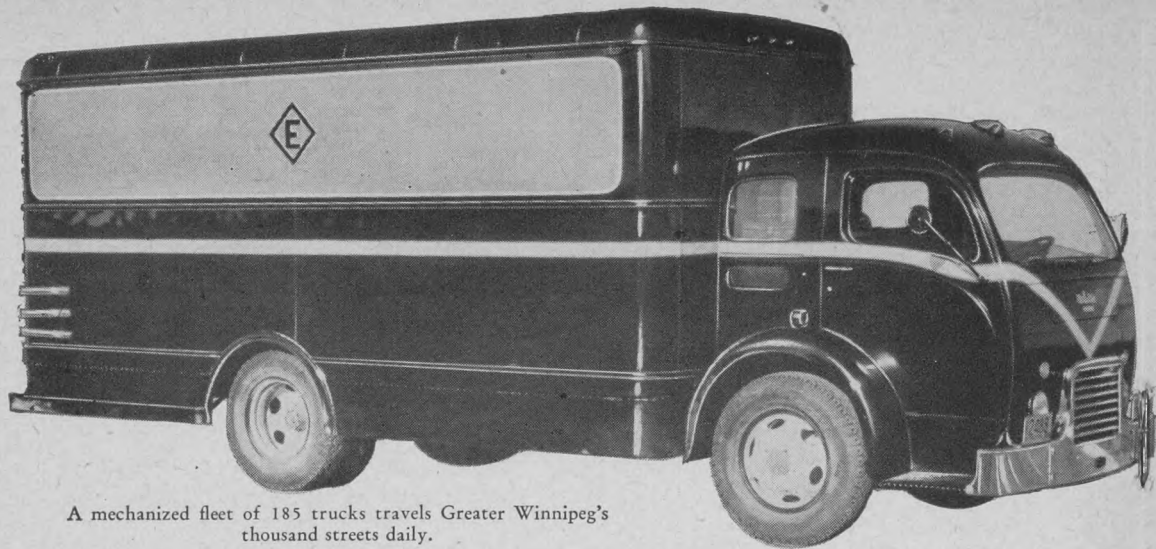
*Lack of Vitamin D* may play its part. Most of us don't get enough sunshine during the winter months. Thus the value of taking daily doses of cod liver oil or halibut oil.

*Steam inhalations* when the cold bug gets you are believed beneficial.

*Drink plenty of fluids.* Eat a soft diet to regulate the intestinal tract, and remain in bed at least 24 hours after your temperature flops to normal.

### Cleansing Tissues Are Best

When one has an active cold or touch of flu, handkerchiefs used to collect oral and nasal discharges should be carefully disposed of. Better yet, use cleansing tissues which can be burned.



A mechanized fleet of 185 trucks travels Greater Winnipeg's thousand streets daily.

## THEY DELIVER THE GOODS!

**A Glance at the Record From Horses To Horse-power**

**D**AY IN and day out, our Delivery Department is doing a fine job of service for the people of Greater Winnipeg as the familiar red, white and blue trucks glide up and down the city's thousand streets and the cheery call of "Eaton's" is a welcome one in every home!

But let's look over the record. When the Winnipeg Store first opened—way back in 1905—the Delivery Department boasted 12 shiny new horse-drawn wagons for summer use and the same number of sleighs for winter. By 1910 the number had grown until 50 routes were in operation, besides a sizeable furniture section. At that time there were three daily deliveries.

Just then trucks began to make their initial appearance, and many old-timers will recall the first one, a dark-blue panel job that today would look like a hearse, and another one, "old 200," as she was affectionately known, a furniture truck which was probably the real pioneer of what is now an outstanding fleet.

### "Wagon Wheels, Wagon Wheels"

Somewhere about 1938 the Company decided to dispose of its horses, which at one time had numbered 300, and change to trucks entirely. This had hardly been arranged for when the government called for help in conserving gasoline and tires for war use, so the horses were brought back into service. The biggest problem then facing the department was the shortage of drivers. Their safe-driving records made them valuable for army transport and they were always in demand,

so the girls were called on to fill in the breach. Six young women were taken on as a trial measure and they proved so capable that their number was soon increased to forty.

### Today a Mechanized Fleet of 185 Trucks!

With the end of the war and the availability of gasoline and tires, the Company gradually began to build up its mechanized fleet and a sorrowful good-bye was again said to those old friends, the horses, who had carried Eaton's name like a proud banner through the city streets, country fairs and exhibitions.

Today, in 1951, with a total of 88 routes, as well as summer service to the beaches, a mechanized fleet of 185 trucks is required. This fleet is comprised of panel, furniture, open stake body, sedan delivery, a service truck and a tow truck.

There are 16 freight trucks carrying from six to seven-ton loads which spend their days going from the warehouses or the freight sheds to the Store; also two furniture vans whose job it is to pick up from the Store and warehouses and deliver to the Alexander Avenue warehouse.

The first delivery, July 17, 1905, boasted





## The Men Behind the Job

Now, what about the men behind the job? First, there is Supervisor Arni Arnason, recently appointed to take charge of the Delivery, Truck Painting, Freight Transport, Furniture Delivery, Garage and Customers' Car Service. Mr. Arnason started with the Garage 27 years ago as a truck washer, later becoming a mechanic. In 1938 he was appointed assistant, and in 1944 became head of department, still with the Garage, and in 1951 he rose to supervisor of Delivery and allied departments.

With Mr. Arnason in the delivery end of the job is Dave McFadzean, whose 38 years with the Company have all been spent with the department, 33 of them as a driver, then inspector and now assistant.

Head of department, Garage, is Ron Turner, a skilled auto mechanic, who has been 16 years with the Company and is in charge of truck maintenance and repairs.

Under the leadership of these three men is a staff of 240 drivers, mechanics, painters, car washers, parking lot attendants, and so on.

## Welcome Visitors

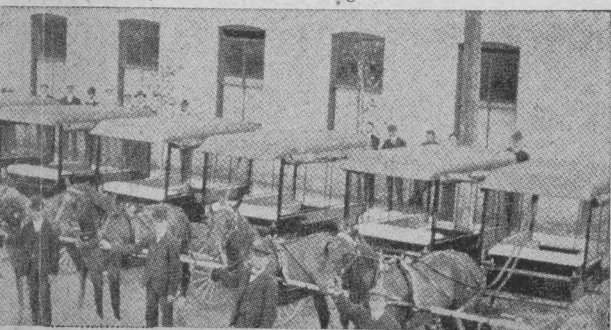
The largest group is that of the 87 drivers who go daily from house to house with Eaton goods and are known throughout the city for their courtesy, kindness and careful driving—welcome visitors in every home! There are also 16 furniture delivery drivers who go on their rounds twice a week, lugging their heavy loads up stairs and into apartments, opening windows in top floors to hoist in pianos, and using the ingenuity of Houdinis to tackle the assignments that fall to their lot.

Six carriage painters are kept busy refurbishing the spick and span trucks that glide through Greater Winnipeg's thousand streets. Another 53 men are employed in the Garage. This includes 11 Parking Lot attendants who park the hundreds of women customers' cars daily in their own special lot and also direct traffic in the other lots. The men in the garage maintain the fleet in top-flight condition. They also keep the trucks washed and greased, ready for the innumerable and sometimes peculiar jobs that are assigned to them.

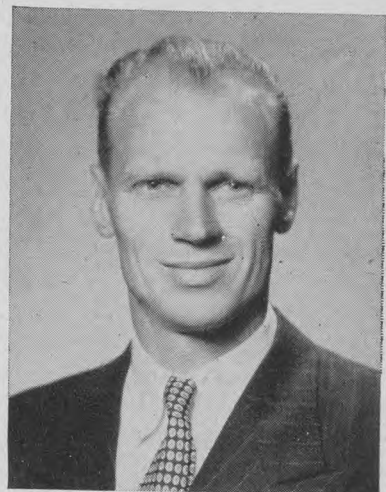
## What Next?

At one time the storage truck that was employed to deliver a new boiler to the Manitoba Penitentiary, just being built, broke down and sent to Eaton's for help, as we had the only tow truck in the city equipped with a power winch. Eaton's answered the call and towed the storage truck and the boiler to the building.

bought 12 shiny new horse-drawn wagons.



Arni Arnason, supervisor of the Delivery and its associated departments, who has a staff of 240 men under his leadership.



Ron Turner, head of department, Garage. Keeping the big red, white and blue trucks in top-flight condition is Ron's responsibility.

Another time a customer phoned to know if a car could be sent to pick up her dog, deliver him to the vet's where he was to be washed and combed, and return him in good order.

During the recent rail tie-up our trucks hauled Eaton merchandise as far west as Calgary so that the Company's customers should not be deprived of needed goods.

(Continued on Page Twenty-Five)



Vivian is presented with a memento from the Company by Mr. W. L. Palk, as her mother and dad, Mr. Tom King (Radios, M.O.), look on proudly. The roses were a gift from a friend in Toronto.

## VIVIAN KING Welcomed Home

### Winner of World's Professional Women's Swimming Championship Honoured at Complimentary Luncheon

Vivian King, the young Eaton girl from St. Vital, who started collecting swim championships when she was knee high to a grasshopper, was tendered a complimentary luncheon and presentation by the Company in the Grill Room on Thursday, September 13. The gathering was in honour of Vivian's latest triumph at the Canadian National Exhibition, Toronto, when she won the world's professional women's crown.

This salute to our swim star was a delightfully informal affair with Vivian's mother and dad also guests of honour. Mr. W. L. Palk, assistant Store superintendent, presided. Others present were: Albert Ford, president of the Manitoba Swimming Association; Mrs. H. McIntosh, president of the Y.W.C.A.; A. H. (Pop) Sidwell, Vivian's coach, and Mrs. Sidwell; Mr. A. Wallis, supervisor, Radio and Music Department (Vivian's dad, Tommy King, is assistant in the Mail Order Radios); Murray Tasker, group manager, and Les Lewis, head of department, Basement Store, of which Vivian is a member; Tom McBryde, Welfare Office; Tom Miller, Public Relations, and Bill Hurlburt, Contacts.

Extending the congratulations of all present, Mr. Palk presented Vivian with a lovely three-strand string of pearls as a memento from the Company. Vivian accepted the gift with a radiant smile and a modest little speech. Mr. Ford and Mrs. McIntosh also extended congratulations on behalf of the associations they represent

and spoke of their pride in Vivian's achievement. \* \* \*

The first Canadian girl to win the championship in five years, Vivian King led the three-mile grind all the way and won easily. Thus Vivian, with some 120 medals, plaques and trophies to her credit, tops them all by winning the world's pro. crown! Congratulations from all of us!

\* \* \*

"Gee, Sis, you were great!" cries little sister, Heather, as the race ends. Mrs. King looks on fondly.

(Picture by courtesy of "Flash")





The Welcome Mat is Out . . . Become a Member of

## THE EATON MEN'S BRIDGE CLUB TODAY!



Gentlemen: Now that your golf or gardening has folded for '51, what do you plan to do for recreation in the long fall and winter evenings?

If you enjoy a good game of bridge, the **Eaton Men's Bridge Club** welcomes you to its membership. Moreover, the Bridge Club executive has asked Contacts to stress the fact that **it is not necessary to be an experienced player to join**. In other words, if you're just a dub or beginner like us the welcome mat is out for you just the same.

In order that plans can be made for another grand season like the past one—

**Entries MUST Be in by Wednesday,  
October 10**

For information about the club and how to join, you are asked to call or drop around and see any of the following committee men:

### Store

JACK SYME (chairman), Jewellery Department.  
DON McPHERSON, China Department.  
S. B. (Bruce) EVANS (secretary), Economy Self-Serve, Basement Store.

### Mail Order

T. A. CARSTENS, Shirt Factory.  
KEN SUTHERLAND, Women's Shoes.  
GEORGE BLAKEMAN, Western Buying Office.

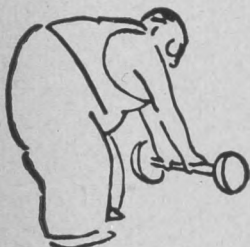
The Bridge Club plays throughout the fall and winter season, games being arranged in the friendly, comfortable atmosphere of the members' homes.

### Tournament and Prizes

At the season's end, a tournament is held in a downtown clubroom when prizes are awarded to winners of the various groups. The group winners compete for the Dailley memorial shield, emblematic of the championship, and handsome prizes are also awarded for this event as well as for the wind-up tournament.

So here's a chance to better your bridge—to have a lot of fun and to meet a cross-section of some of the finest Eatonians we know! We repeat for emphasis:

**Closing Date for Entries is Wednesday,  
October 10**



Time to take off that  
"spare tire"!

"Health is the Vital Principle of Bliss  
and Exercise of Health"

## JOIN THE EATON GROUP AT THE Y.M.C.A.

**and Keep Fit This Winter!**

Whether you're a slender, beardless youth or fortyish and overweight—here's an opportunity to build yourself up . . . to keep fit during our rugged Manitoba winter!

By special arrangement of the Company with the Y.M.C.A., a group will be enrolled at the Y.M.C.A. to be known as the "Eaton Group." Any male employee of the Company over 17 years of age will be eligible for membership.

### SPECIAL MEMBERSHIP FEES

By kind arrangement of the Company, the Eaton group will enjoy all Y.M.C.A. facilities at these special membership fees:

Age 17 and 18 years.....	\$7.50
Age 19 and 20 years.....	8.00
Age 21 and 22 years.....	8.50
Age 23 years and over.....	10.00

Special classes will be arranged in the gym for the Eaton group, the date and time to be arrived at after consultation with those enrolling. In addition, members will have the full facilities of the Y.M.C.A. at their disposal, together with full membership and participation in any activity they wish.

Applications are being received at the Staff and Welfare Office. A smart idea to get your application in **now** before the group is completed!



Keep fit and keep  
clear of colds!



## Even "Grampa" Has His Day!

### Eaton Seniors and Grandfathers Hold Annual Tournament at Elmhurst

One of the loveliest days of the year, August 27, was the time picked for the Seniors' and Grandfathers' Golf Tournament at Elmhurst. The golfers teed off from both the first and tenth tees at 2 p.m., thus allowing ample time for play before a brief reception and the steak dinner.

Among the old-timers recognized were Alex Black, one time Manitoba amateur champion; Hughie Tait with his Scottish b-r-r-r, and Jim Bloomer, former head Store electrician.

We missed the late Mr. W. G. B. Dailley, founder of the seniors' tournament, but his son, Dick, was on hand to present the trophy to the winner, Bill Crooks (sorry, no picture, as Mr. Crooks had to leave early).

Golfers' president, Sam Fleming, was chairman and an excellent one, as usual. Short speeches were made and prizes presented by Mr. J. A. Snowden of the City Merchandise Office, and Mr. Jim Johnston of M.O. Operating. Parry Brigden presented the Eaton Life Assurance prize. Also present were: Jack Meyers, vice-president; Scott Marshall, secretary, and Ron Parker, curling executive member.

Presentation of the John David Eaton

Grand Championship Trophy to Reg Wright was made on this occasion by Mr. Snowden.

An interesting event was the awarding of a prize to the grandfather with the most grandchildren. This award was split three ways as Hugh Tait, Bill Gould and another gentleman, whose name evades your reporter, all admitted to seven!

*(Our thanks to Grandpa Bill Gould who sent us this report as Contacts was on holidays.)*

\* \* \*

#### DESCRIPTION OF PICTURES ABOVE

Top Row—Left: President Sam Fleming presenting prize to oldest foursome; Bill Gould receiving it. Centre: Jim Johnston presenting trophy to winner of Grandfathers' event, Tom Donaldson. Right: Sam Fleming shaking hands with winner of low gross, Joe Mobberly.

Lower Row—Left: Finlay Tease teeing off. Bob Clarke, Finlay Cameron and Jack Pickles in background. Centre: Mr. J. A. Snowden congratulating the winner of the John David Eaton trophy, Reg Wright. Right: Parry Brigden teeing off. Red Spencer, Walter Scott and Ed Adey in background.



Back Row, left to right—Bob Stacey, Bill Stewart, Doris Slack, Vera McCaw, Al Cummins, Percy Cook, Ted Black, Lorne Jackson, Tom Scott.

Front Row—Ewan McFadyen (publicity), Ernie Wall (secretary), George Firth (past president), Dave Mackie (president), Sig Sigvaldason (treasurer), Guy Cancellia.

## Eaton's Bowling League Holds Annual Meeting

On Tuesday, August 21, 1951, at the Saratoga Alleys, the Eaton Bowling League held their annual meeting. It was decided that the league this year should consist of 80 teams which will play in eight divisions. All league games to be played on Tuesday evenings at the Bowladrome, Recreation and Saratoga Alleys.

The officers elected for the 1951-52 season are as follows: *President*, Dave Mackie (53). *Treasurer*, C. Sigvaldason (212). *Executive*, Doris Slack (161), Vera McCaw (172), Guy Cancellia (228), Bill Stewart (1), Tommy Scott (122), Pat Fellowes (274). *Publicity*, Ewan McFadyen (267). *Past President*, George Firth (28). *Life Members*, Pearl Harper (116), George Robinson (119).

\* \* \* \*

## PIN-BOY CHATTER

By Ewan McFadyen

Bowling has now been on for two weeks and, although nothing spectacular has happened, some good games have been rolled. So far, four have topped 300 and one of them was a girl! Get cracking, lads, and let's see what you can do.

The bowling king of this issue is 5th Division's Huntington of the Zippers with 329, followed by Bill Reid with 326 and Bill Liver with 305. The bowling queen is Alice Sedo with a neat 300, then Mary Wood, 269; Joyce Lawton, 259, and Donna Ducharme, 246.

Due to late vacations, Divisions 1 and 8 have yet to report on their activities.

Division 2—The Lafalots and Wiggetts are leading the pack with five wins and only one loss. Right on their heels are the Greenettes in sole possession of second place with four wins and two losses. High individuals were made by Bill Reed, 700, and George Bennett, 650. High girls were Donna Ducharme, 617, and Mary Wood, 608.

Division 3—Five Shots, Rough Riders and Majors are all tied for top place with four wins and two losses. John Patterson topped the men with 676. Lloyd Waddell rolled 655, followed by J. Niven, 646; Les Povey, 612; S. Olsen, 608. Ruth Baldwin led the girls with a booming 621.

Division 4—Pat's Punchers are away to a good start with five wins and only one loss, trailed by

the Fixers and Wrestlers with four wins and two losses each. Bill Liver was the top man with a shattering 760, and Alice Sedo was in a class by herself with 697. Other maple knockers of note were Ken Ackman, 622; Ted Davis, 620; Jack Course, 614, and Joyce Lawton, 611.

Division 5—B Bees and Zippers are on the top rung of this ladder with four wins, two losses. Mixers, Walbees, Stampeders and Money Bags have three wins and three losses, and the Mazumas, Raiders, Eurekas and Peppy Pals have two wins and two losses. (I know it doesn't add up to six games, but that's how Tommy Scott says they stand.) It's the only division in the league where the last place team is holding third place.

Division 6—Honey Bees, Penny Pinchers and the Twenty-Niners are up one game on the Blazers, Selects, Nationals and Westerners to hold top place. Top men in the division are the Twenty-Niners' Smith, 268; Budgeteers' Julius, 262, and Penny Pinchers' McAlpin, 259. Leading the ladies are National's Tarry, 238; Honey Bees' Ross, 231; Westerners' Howell, 220. (I'll have to wangle an introduction to these girls so I'll know their first names.)

Division 7—Vikings are the top team in this division and Meteors, Tryhards, Maybees, Trotters and Aces are only a game behind. The Royals have yet to cop a win. Better luck next time, Royals.





Bill Clay

#### The Cubs—Girls' Store Champions, 1951

Back Row—Left to right: F. J. Heath, manager; E. Kunz, 1st B.; L. Hamilton, O.F.; E. Liebrecht, I.F.; N. Dougherty, secretary; D. Cowie, O.F.; P. Dawson, R.S.S., P.; V. McKinnon, 2nd B.; W. N. Clay, coach.

Front Row—S. Armstrong, P.; L. Douglas, 3rd B.; J. Davidson, L.S.S. (captain); A. Benson, L.F.; E. Bell, C.F.

Missing from Photo—P. Main, C.; B. Shroeder, O.F.; B. Stones, R.F.; M. Grace, I.F.; J. Anderson, coach.

Once again we have completed another season of softball in the Eaton League and on these pages we present photos of the champions.

Rockets retain the Men's Division title for the third consecutive year after a hard-fought series with the Combines which went to five full games, the first ending in a 1-1 tie. Combines took the second 9-8, and the Rockets came into their own, winning the next three games by scores of 8-3, 10-2 and 4-0, to take the year's crown.

Outstanding Combine players were Ken Gibson, Frank Anderton and Ted Davis. Gibson and Davis were the heavy hitters—they both connected for home runs with men on the bases—while Frank Anderton was sensational behind the plate.

For Rockets, the twirling of Jack Briscoe and Charlie Murray proved too much for their opponents. Great fielding was contributed by Jim Iverson, Dave Gray and Walt Ritchie. So once again, under the capable leadership of coach Alex Jones and manager Bob Clarke, Rockets rule the roost for another year.

## Cubs and Rockets Win Crowns . . . .

In the Girls' Division, Cubs, who were the most under-rated club, defeated the highly favoured Royals in four games. Cubs took the first, 6-4; Royals the second, 10-9, with the Cubs taking the next two, 13-10 and 10-4.

Royals were well served by Edna Johnson, who pitched some of the best ball of her career, but her support in the field was wobbly at times. She was well supported by her battery mate, Dot Martin, who caught a great series, and her throws to second baseman Flo Jasko were sensational, catching several Cubs who tried to steal. Ann Fast and June Ellis played well, as did Viv Legacy, but Royals' main trouble was at bat.

Cubs' outstanding players were Eileen Bell, who was sensational in right field, while Arlene Benson played great defensive ball, as did Velma MacKinnon. Sylvia Armstrong displayed just why she won the most valuable player award last year, and her pitching was a big reason why the Cubs are champs. The Royals could do nothing with her slants and in the last game she was never in trouble. At bat, Phil Main, Elsie Kunz, Jean Davidson, Lois Douglas and Pearl Dawson provided the fireworks. All in all, the Cubs played steady, heady ball all through the series and they were worthy winners. It was a sweet victory for Frank Heath, Jim Anderson and Bill Clay.

\*\*\*\*\*

**Most Valuable  
Player, 1951,  
Girls' Division**

**MILLIE RITCHIE**  
Catcher of Imps

\*\*\*\*\*

Twenty-Two

Missing from Cubs'  
Group Photo:  
B. SHROEDER, O.F.





Dot Martin



#### The Rockets—Men's Store Champions, 1951

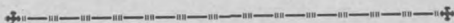
Back Row—Left to right: D. Gray, R.S.S.; J. Green, P.; D. Briscoe, 1st B.; J. Knight, 3rd B.; F. Philpot, 3rd B.; S. Olsen, 2nd B.

Front Row—W. Ritchie, L.S.S.; C. Murray, P.; A. Jones, C. (captain), F. Swonnell, L.F.; B. Burton, R.F.

Missing from Photo—B. Clarke, manager; J. Iversen, C.F.; J. Briscoe, P.; J. McFadyen, P.

## Eaton Softball League Ends Outstanding Season

By Bill Clay and Dot Martin



### GIRLS' ALL-STAR SELECTIONS, 1951

1st Base—ELSIE KING	Cubs
2nd Base—DOT MARTIN	Royals
3rd Base—BETH JAMIESON	Imps
R.S. Stop—PEARL DAWSON	Cubs
L.S. Stop—JEAN DAVIDSON	Cubs
L. Field—ARLENE BENSON	Cubs
C. Field—EILEEN BELL	Cubs
R. Field—SHIRLEY McPHEE	Imps
Catcher—MILLIE RITCHIE	Imps
1st Pitcher—SYLVIA ARMSTRONG	Cubs
Coach—FRANK THOMPSON	Imps
Coach—TED BLACK	Royals
Manager—FRANK HEATH	Cubs

### MEN'S ALL-STAR SELECTIONS, 1951

1st Base—D. BRISCOE	Rockets
2nd Base—K. GIBSON	Combines
3rd Base—T. PHILPOT	Rockets
R.S.S.—M. WILKINSON	Decots
L.S.S.—D. GRAY	Rockets
L.F.—R. COLLINS	Combines
C.F.—J. IVERSON	Rockets
R.F.—J. ANDERSON	Decots
C.—F. ANDERTON	Combines
1st P.—J. BRISCOE	Rockets
2nd P.—C. MURRAY	Rockets
Coach—A. JONES	Rockets
Coach—G. WILTSE	Decots
Manager—R. CLARKE	Rockets

### BASEBALL HIGHLIGHTS

Another baseball season has come to an end and the winners have been decided.

In the Girls' "A" Division our hats are off to the Cubs, who were by far the best team and they really deserved the cup as they played good ball all through the finals. To the runners-up, the Royals, better luck next year.

The most valuable player for 1951 award went to Millie Ritchie, catcher for the Imps. Millie is an all-round good baseball player, as well as a good sport. She is the best catcher in the league and has been for the past few years. Imps are proud of you, Millie.

The winners in the Girls' "B" Division are the Hotshots.

As we go to press, arrangements for the wind-up on September 28 are under way and a full report will be in the next issue.

"To set the cause above renown,  
To love the game beyond the prize,  
To honour while you strike him down,  
The foe that comes with fearless eyes . . ."

—Sir Henry Newbolt

### Hotshots—Girls' "B" Division Champions

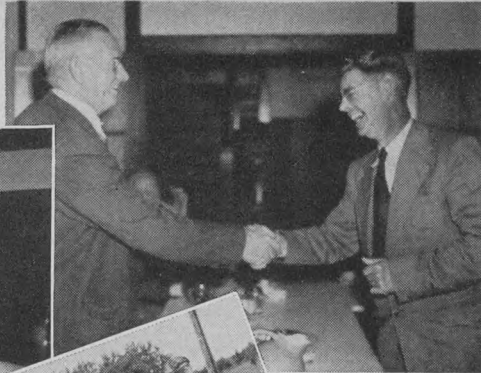
Back Row—Left to right: Gladys Walker, 2nd B.; Gladys Wold, R.F.; Mary Jane Adair, L.F.; Francine Wriggett, 1st B.; Eleanor Danielson, C.; Connie Aitkenhead, 1st S.; Ann Smith, 2nd S.; Martha Iverson, 1st S.

Front Row—Joan Hall, C.F.; Wilma Gibson, P. (captain); Georgette Quirt, L.F.; Doreen Parker, 3rd B.

Missing from Picture—Doreen Merrian, P.; Jack Fry, coach; Ken Walker, coach.

Twenty-Three





Top Row—Left: Mr. Jim Johnston presents prize to Joe Donaghy, who won the tournament. Centre: Mr. President, Len Wimble, was a gracious chairman. Right—Mr. Johnston congratulates Syd Gerrard.  
 Centre Row—Left: Mr. Johnston presents award to Forbes Menzies, winner on second nine. Right: A frolicsome foursome—Finlay Cameron, Jack Pickles, Fin Tease and Fred Wingate.  
 Lower Row—Left: The four musketeers—Tom Humphreys, Bruce Evans, Phil Odell and Ken Chalmers. Centre: Joe Leighton, Jack Stewart, Bob McCormick and Jack Course. Right: Blueprints forgotten, Ed Rogerson makes a nice put.

## CURLERS SHOOT AT PAR!

On Wednesday afternoon, September 12, eighty-five followers of the broom and stane gathered at the Elmhurst Golf and Country Club for their annual golf competition. It was a glorious early autumn day, with the leaves aflame with colour, a day that would give anyone the urge to take a whack at Colonel Bogey or even Old Man Par.

Guests of the day were the M.O.'s curling enthusiast, Mr. Jim Johnston, and Mr. Bill Bickell, Elmhurst's genial president.

A buffet lunch (a la Scalena) was served, and then a sing-song, led by Bert Mitchell, followed by a few well-chosen words of welcome from our president, Len Wimble.

Mr. Jim Johnston presented the winners with prizes of golf balls.

Winner of the Event—the Paint Shop's Joe Donaghy, with the low net score.

Low Gross (actually the day's best golfer)—S. R. Gerrard.

Low Gross, Nine's—Scott Marshall and Forbes Menzies.

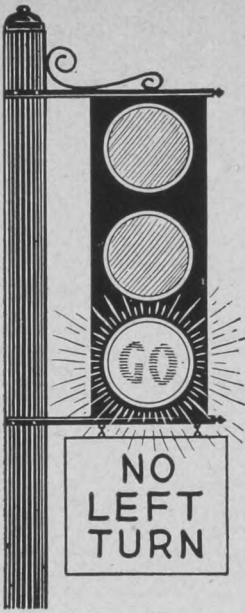
High Gross—A. Hawthorne.

Hidden Holes—J. McKay, Bill Falls, H. Johnson and Bob Gregory.

Door prizes were drawn for, and a special award was made to Chuck Smith for the best permanent wave. Hah! Hah!

Again a reminder to skips to get their entry forms in to the membership committee chairman, Mr. Dave Mackie, Department W53.





## SAFETY MEANS HAPPINESS!

To be safe means happiness and security not only for ourselves but also for our families and our loved ones. Let us all help to promote traffic safety on our Winnipeg streets for both pedestrians and motorists. Great gains have recently been made in observance of safety regulations. Still greater accident-free records can be achieved if we all learn the by-laws. Here are a few:

### PEDESTRIANS

**DO**—Be careful at all times, particularly at night or when it is raining or snowing—wear something white so the motorist can see you.

—Obey traffic lights and applicable traffic signs.

—Stand on the sidewalk when waiting for signal lights to change to green.

—Cross in crosswalks, particularly on Main Street and Portage Avenue.

—Start to cross the roadway at the beginning of the green light

signal so you will not be stranded in midblock by a signal change.

—Go back to the sidewalk you left, if you are not halfway across the roadway when the amber or red light is shown.

—If near a safety island when the amber or red signal is shown, remain at this refuge until the green light is displayed.

—Before beginning to cross any roadway, look left and look right.

—Walk on the right side of sidewalks and crosswalks. Where no sidewalk is provided always walk on the left side of the road facing the oncoming traffic.

### MOTORISTS

**DO**—Exercise care for the safety of pedestrians, especially children, older people and blind persons.

—Yield the right-of-way to emergency vehicles by stopping near the right-hand curb.

—Obey traffic signs and signals.

—Yield the right-of-way to pedestrians and other traffic when you turn.

—Exercise precaution when passing a stopped bus or trolley bus.

—Drive to the right-hand curb when travelling less than 15 m.p.h., and when driving a truck of designed capacity of one ton or more.

—Stay in your traffic lane.

—Keep to the right of street car safety islands.

—Keep hand on steering device.

—Exercise care when backing.

### They Deliver the Goods!

(Continued from Page Seventeen)

At the height of the flood practically the whole fleet was turned in for service to the Flood Relief Committee for their use, while every employee's family was assisted in various ways and, if necessary, evacuated.

Truly, our hats are off to this grand department that *always* delivers the goods!

### Boy vs. Horse

How often we hear that there is "no sentiment in business," or that "business is business." The following little story was told by Clayton Tucker during a dinner given in honour of Mr. W. B. Pickard's 45th anniversary.

"We came one evening to a farm where the farmer had a very nice horse. The farmer was short of cash and anxious to sell, and Mr. Pickard was impressed with the horse and equally eager to buy.

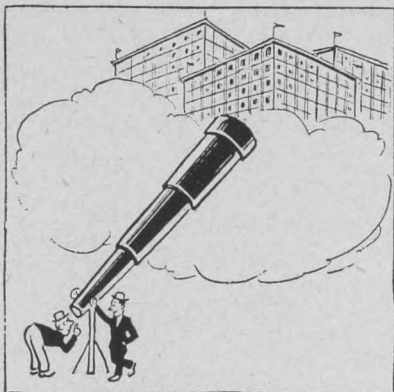
"The deal was practically finished when a young boy of some 9 or 10 years of age came in from his chores. The farmer said, 'Ron, I've sold King.' The boy's face fell, and he began to cry. Presently, with tears coursing down his cheeks, he said, 'Dad, if you've sold King that means that he is going away from here—if King goes, I go too.'

"Here is where Mr. Pickard showed real horse-sense, and he followed it up with equally quick action. He said, 'Don't you worry one bit, Ron—we haven't bought King and we aren't going to—he's going to stay right on here along with you.'

"The quickly changed expression on that boy's face was a picture. But the farmer couldn't understand this complete cancellation of an apparently completed transaction and wanted to know how things stood.

"Look here, mister,' said Mr. Pickard, 'we wouldn't take that horse if you offered him to us for nothing. You can't afford to sell him—the cost to yourself is too great. That boy is of more value to you right here at home on the farm than 20 horses, and we certainly wouldn't be a party to any transaction that would separate the boy from the horse.' Then, much as Mr. Pickard liked the horse, we left him."

## WHAT'S GOING ON-



## AROUND HERE?

### BASEMENT STORE

#### *Piece Goods*

Our department honoured Bill Whale, August 23, when he celebrated his 25th anniversary. On behalf of the management and staff, presentation of a hostess chair was made by Mr. J. Dunlop, supervisor. Bill also received gifts and telegrams from his many friends.

#### *Men's and Boys' Clothing*

George Nisbet (Hat counter) celebrated his 25th anniversary August 30, when Mr. M. L. Tasker, group manager, presented him with a gold watch.

Joyce Jocelyn left us to become the bride of A/C1 Patrick Supeene, R.C.A.F., September 12, at St. Anne's Rectory. Joyce was presented with pillow cases by the girls in the office. Mr. T. Carson, head of department, acting for the staff, presented her with a Cory coffee maker and Revere ware. All good wishes for a very happy future, Joyce and Pat.

#### *Basement Store—5 cents to \$1.00*

Mr. L. Lewis, head of department, presented Vivian King, who recently won the women's world professional swimming title at the Toronto Exhibition, with a sterling silver compact as a gift from the staff.

\* \* \*

### MAIN FLOOR

#### *Books and Stationery—By M. Lawton*

Catherine Tait (Novelties) recently became engaged to Ray Dowse, of Norwood. Our best wishes to you both.

We were glad to have a visit from Sybil Robertson, now retired, formerly of School Supplies, and were pleased to receive an invitation to visit her in her new bungalow at White Rock, B.C.

Joyce Carpenter was guest of honour at a supper party where she was presented with boudoir lamps from the girls in her section (Novelties) by M. Scott and E. Lamour. Joyce also was guest at a shower given by Una McKenzie, where she received two pieces of luggage. Joyce was given a mirror from the department and two pieces of Revere ware from her fellow workers, presented by Mr. S. C. Florence, head of department. She was married on September 15.

Twenty-Six

#### *Jewellery—By T. Bennett*

Beryl Inman, section head, became engaged on August 28 to William Robinson, well-known hockey player. Good wishes to you both.

#### *Gloves and Hosiery—By Norma Patterson*

Irene Frenzel received a lovely diamond from Rev. G. Uno Lundmark. The wedding is planned for October 31.

Venita Perkins was married to Mr. R. Coates on September 1. She was guest of honour at a shower held by Gladys Piggott and Mary Sedgewick. A second guest of honour was Alma Gross, who left to make her home in California. Both girls received gifts of lingerie.

The department held a joint dinner for Venita and Lorna Boyd, a bride of September 21. Venita received Revere ware and Lorna a chenille spread.

Mrs. Doris Barr held a miscellaneous shower at her home for Lorna, where she was presented with linen.

Flo Leverington (formerly Powles) left the department to join her soldier husband stationed in Calgary. A joint breakfast was held at Moore's for Flo and Alma Gross, where Alma was presented with a train case and Flo with a cup and saucer.

The girls in the Glove section held a dinner at Moore's for Joan Chalmers, who left the department. They presented her with a corsage and an engraved compact. The departmental gift was a Sheaffer pen.

Bette Budd, formerly of our department, now of Calgary, paid us a visit and we were all glad to see her.

\* \* \*

### THIRD FLOOR

#### *Heating and Plumbing—By A. Peabody*

Our department held a party at Peggy's Pantry in honour of Kay McAlpine, whose marriage to Jack Millen took place, August 4, at St. Edward's Church. Both floor and warehouse staffs were present, together with a number of representatives from other firms with whom Kay's work brought her in daily contact. Mr. H. B. McLarty, head of department, presented Kay with a floor lamp and best wishes for her future happiness. An evening of dancing followed the dinner, and a well-deserved vote of thanks was extended to Herb Turnham who made the arrangements and acted as M.C.

Our best wishes to our new bride, Janet Bell, who was married to Don Gardner at St. Mary's Anglican Church, August 31.



#### CLARK'S CUE

At Ralph Clark's anniversary party: Here we see Ralph being presented with a curvaceous billiard cue by Mr. H. H. Matthews. Beside Ralph Clark is Evalyn Landsley, of the D.A. Office.

**SIXTH FLOOR***Draperies*

It must take a good wife to make a good drapery salesman, as another of the 6th floor material minders has taken the fatal step. One "Sing Us a Song" Stan Darraugh was presented with a grand mirror on behalf of his department friends. The presentation, with best wishes on his marriage, August 29, to Joyce Johnson at King Memorial Church, was ably handled by Mr. Jack Price, head of department. The stag party—and many thanks—was held at the home of Jack Pickles. Best of luck, Stan.

*General Office News—By Irene Adam*

Congratulations to Art Stevens and his wife on the arrival of a baby daughter, Betty Laine, on August 20.

Joan Cancilla was the recipient of an automatic toaster when she left to become the bride of George Wilkins, August 25, at Holy Trinity Church. The girls presented her with a chenille bedspread and towel set at a shower held at the home of Isabel Greenwood, August 17. Best wishes to you both, George and Joan.

Thursday, August 30, was a great day for Fred Brown, as he celebrated 25 years of service with the Company. Mr. R. B. T. Whitbread, supervisor, made the presentation of a wrist watch on behalf of the office staff. Congratulations, and may you enjoy many more years in the G.O., Fred.

One of our former employees, Mrs. Barbara Robson (nee Duncan) is happy to announce the arrival of a son, James Duncan, August 23. Congratulations.

Our staff said good-bye to Lorna Henderson on August 25. She was presented with a Denton floral piece from the office staff. Good-byes were also said to Doris Ellis, who left on September 1. Doris was presented with a Chinese figurine.

Wishes for a speedy recovery go out to Peggy Earle and Marge Magnusson. Hope to see you back at work soon.

We offer our deepest sympathy to Mr. R. B. T. Whitbread on the passing of his father, September 10.

*Carpets Calling—By G. McLean*

Mrs. Beattie, of the Mat section, is a new grandmother. Bernard Joseph Andre Champagne arrived August 18, weighing in at 7 pounds, 11 ounces. Mother is the former Barbara Beattie.

Elsie Penner, scientist daughter of Peter Penner, is now a Grade A chemist with the Department of National Defence in Ottawa, and from all reports Elsie loves her work.

Glad to say that Ralph Carson is coming along well after his operation. Hope you soon get that cast off, Ralph.

\* \* \*

**SEVENTH FLOOR***Parcel Inspectors*

Jean Desjardins received a diamond from Allan Horton on August 5. All good luck to you both.

*Radios, Pianos and Refrigerators**By F. McDowall*

Welcome back to Mr. J. Sutton (Pianos) after a recent illness. We hope you will enjoy better health in the future.

**Here's An Old Friend You'll Remember**

Vic Gilmer (left) meets Jack Syme.

Hundreds of Eatonians will remember Vic Gilmer, former assistant in the Mail Order Notions, who for several years has been a gentleman in retirement at Vancouver.

While visiting his father, a former Eatonian, now also retired and residing in Vancouver, Jack Syme, Jewellery, had a chin wag with the voluble Vic and found him hale and hearty and as genial as ever. Nice to hear about you, old-timer!

Radios have two new members on their staff, Marion Horton and Shirley Norman. Welcome to you both.

We also have two engagements: Deborah Tibbs received her diamond from George Currie, and Marlene Morrison received hers from Douglas Slemans. We wish you every happiness, girls.

Some of the gals in the Radios have gone baseball crazy and the rest of the staff want to know what the attraction is. Can you tell them, Joyce and Deborah?

*Wages Office*

Phyllis Main left to take up nursing and was presented with a fountain pen and blanket. Good luck, Phyllis.

We have two new diamonds in our midst: Gladys Penhall and Mona Fraser have been spoken for. Good wishes, gals.

*Furniture*

It's a girl for Russ Adey and his wife, Eileen. Janice Mary put in her appearance September 18. Congratulations to Russ and his wife, and to Grandpa Ed of the Electricals.

**INTERPRETER**

Walter Lampe, son of Mrs. Lenore Lampe, has recently been awarded a \$400 bursary at the Manitoba School of Social Work where he is working on his Ph.D. Walter won a watch on the Eaton Good Deed show several years ago. Congratulations, Walter.



## CONTACTS

### *Budget Plan Patter*

Three more of our girls have promised to "love, honour and cherish" as we go to press to report the weddings of: Kay Bownass and Bill Taylor, July 21, at King Memorial Church. Kay was presented with a waffle iron and statuette by Mr. W. Freeman, head of department. Olga Hominuk and Bob Maughan exchanged wedding vows, August 4, at St. John's Greek Orthodox Church. Mr. W. Freeman presented Olga with a waffle iron and an electric clock. Doreen Cook and Reg Dartnell chose August 18 as their wedding day at St. James' Gospel Hall. Mr. W. Freeman presented Doreen with a lovely mirror. Best wishes to you all for many years of future happiness.

Betty Hunter left our ranks for a life of domesticity, and on her departure was presented with a mahogany end table and figurines. Best of luck, Betty.

Our heartfelt sympathy is extended to Kay O'ber, our receptionist, on the death of her mother at Brandon on August 24.

A speedy recovery to Betty Davis who has been a patient in St. Boniface Hospital. Hurry and get well, Betty.

\* \* \*

### EIGHTH FLOOR

#### *City Ads*

Miss Aline Casselman, City Ads, Vancouver Store, dropped in for a visit on September 7 while

she was on holidays in Winnipeg. Nice to meet you, Aline.

It's a girl for Winnie and Gene Novak, born September 19, weight 8 pounds. Winnie was with our bookkeeping staff. Congratulations to the three of you.

#### *Telephones*

Dorothy Hale, who left the staff, August 29, to reside in Chicago after nearly 31 years with the Company, was presented with a gold wrist watch by Mr. H. McIntyre on behalf of the staff. He thanked Dolly for her many years of loyal service.

Fifty of the girls on the telephone staff entertained Dolly at a party at the home of Mrs. Keating in Deer Lodge. Anne Atkin, acting for the girls, presented Dolly with a set of jewellery from the gang. She also received a toilet case and many other individual gifts.

A hearty welcome is extended to Hilda Hedges, Nellie Cymbaluke and Miss Kautz, who have recently joined the staff of the order room.

During the last month the department said regretful farewells to five members of the staff: Oliva Ducharme, Shirley Duncan, Gloria Shenton, Jessie Long and Margaret Nadeau. Our best wishes go with these girls for their future happiness.

#### *Floormen*

Tom Johnston sailed on the Empress of Scotland for a holiday visit to his home in Ballymena, which he hasn't seen for 41 years. Perhaps you'd better give that Blarney stone another kiss, Tom.

## IN THE MAIL BAG

### SECOND FLOOR

#### *Drug Factory—By M. Beck*

Emily Gustafson changed her white smock for a dainty dress and became the bride of Gregory Gaudry, September 1. She was presented with a pair of wool blankets from the department. The girls on the staff held a miscellaneous shower for Emily at the home of Tilly Beck, with Dorothy Ross as associate hostess. Emily was presented with American Beauty china. She left in the wee sma' hours laden with good wishes and good luck for herself and her groom in their married life.

\* \* \*

### THIRD FLOOR

#### *M.O. Packing—By G. Burton and C. Ridgedale*

Our congratulations to Bill Warwick, 25 years; Cliff Cook, 40 years; Charles Dow, 40 years, and Bill Main, 35 years with the Company.

We are glad to see Shirley Evans back to work after her recent illness.

Our best wishes go out this month to five girls who received diamonds: Mary Kosowon, 122D;

Peggy Neufeld, 113;  
Barbara Jessiman, 113;  
Doreen Hutt, 122D,  
and Anne Haberman,  
122B.

### Thanks, Mary

Mary Thompson  
(118),

Contacts' new  
representative  
in the Mail Order.

Twenty-Eight



Good wishes to Wilma Tait, who married Pat Jordan, September 21, at St. Matthew's Church. Wilma received a pair of pillows from the department and the girls presented her with a mirror. A surprise miscellaneous shower was held at the home of the bride.

Congratulations to Tommy Donaldson who captured the Grandfathers' trophy at Elmhurst.

Our deepest sympathy goes to Bob Ballantyne, formerly of our department, in the loss of his mother.

Our good wishes to Jean Gacyk who married Gerald Eisler, August 4, at Westminster United Church. The departmental gift was blankets and figurines, while the girls gave her a carving set. A shower was held in Jean's honour by the girls on the staff where she received a waffle iron, electric clock and a Silex.

Lillian Orchowski married Kasimir Manchur, August 4, at Holy Ghost Church. The department gave her a set of dishes while the girls presented her with a clothes hamper. A shower was held in her honour where she received Revere ware. Good luck to you both.

Bea Cameron was married to William Surrette, September 16. She received blankets from the department and a table from the girls. A shower was held in her honour at the home of Mrs. English on August 23, where Bea was presented with a mirror, toaster and linen. All the best, Bea.

Good luck to Sherrie Davidson and her new husband, Gordon Ciszewski, who were married September 15. The girls presented Sherrie with blankets and she received a toaster from the department. The girls of the Billing Office held a kitchenware shower for Sherrie at the home of Phyl Haywood.

## PAT'S PARTY

At Pat Kilpatrick's party, 33's Drama Group (see picture) presented two numbers, under the direction of Freda Saunders. One was a radio skit: "Mrs. Murphy's Meat Balls." The other was an hilariously funny comedy-drama: "Exploits of Dr. Killum." We understand that talent scouts are trying to sign up "Schnozzle" Wall, "Hope" O'Keefe and "Zazu" Walsh for a television show. After the program, all the gang bowled two games at the Bowl Arena.



Left—"Pat" and Mrs. "Pat" Kilpatrick, taken at the party. Right—"Exploits of Dr. Killum."

### M.O. Budget Plan—By L. Vipond

In honour of Doreen Johnson, a miscellaneous shower was held at the home of Lorraine Ford, August 23. On leaving the office, Doreen received Eatonian kitchenware. Doreen was married to Kenneth Douglas Doig on September 1 at the First Lutheran Church.

A miscellaneous shower was held at the home of Jean McPherson in honour of Lorraine Ford, whose marriage took place September 15. Mr. F. J. Ottley, assistant, presented Lorraine with a two-tone reversible blanket on behalf of the staff.

### Drapery Workroom—By A. E. Holmes

A happy gathering took place, August 25, when Mr. G. Andrews was the recipient of a beautiful case of silver on the eve of his marriage to Miss N. Robertson. Mr. G. Wallace, assistant, made the presentation.

\* \* \*

### FOURTH FLOOR

#### M.O. Men's Shoes

On Saturday, August 25, we offered our congratulations to Gordon Beck, our bridegroom, who was married to Doreen Kowal, another Eatonian from the M.O. Salesroom. Gordon was presented with a trilight by Mr. G. Angus, head of department, on behalf of the staff. Best of luck to you both, Gordon and Doreen.

### M.O. Boys' Clothing—By W. Reid

It was wedding bells for Edna Fillion who married Stanley Bartmanovitch, September 1, at St. Joseph's Church, St. Norbert. The departmental

gift was an electric steam iron. The girls on the staff held a miscellaneous shower in Edna's honour.

\* \* \*

### FIFTH FLOOR

#### M.O. Radios—By Mina Doolan

A wedding took place at Sacred Heart Church, St. Boniface, September 1, when Bert Agagnier, of our department, married Carmen Leonard. Bert was presented with a torchere as a gift from the staff.

#### M.O. Sporting Goods and Toys

By J. McNiven and D. Hardiman

We are sorry to report that Herbie Oliver is away ill, as is Charlie Green. We hope to see them both back soon.

The arrival of a fourth son for Mr. and Mrs. Hugh Wilson is reported. Mrs. Wilson is the former Hazel Wilson of the M.O. Men's Shoes.

Glad to hear that Tommy Hembroff's sister, Mrs. Turner, is out of hospital and hope that she will be up and about soon.

#### M.O. Draperies—By I. Eilmes

Reg Prynne celebrated his 30th year with the Company, August 23. A breakfast was given in the Grill Room in his honour at which he was presented with a mantel clock from his fellow workers. The staff and other friends spent an enjoyable evening at Reg's home on the eve of his anniversary.

We regret the passing of Mr. T. Cormie's father on August 20.

\* \* \*

### SIXTH FLOOR

#### Jewellery Repairs—By M. Hoover

Congratulations to Cyril Palmer on his 25th anniversary, August 23, when he received a gift of luggage. Mr. O. Olafson, assistant, made the presentation on behalf of the department.

Congratulations also to Len Brown who won the Grade "A" golf championship.

Best wishes for good luck and happiness go with Jack Graham whose wedding took place at St. John's United Church, September 7, to Muriel Glennie, of M.O. Correspondence. Our gift to the happy couple was a chest of flatware.

### GOLF QUEEN

Congratulations to Gladys Morris (173) on winning the women's golf championship for Class "B." Even if she didn't manage to cop the Oscar, a gold crown and miniature golf clubs were presented to Gladys the following morning in the office by her supporters. We are very proud of our Gladys.





☆☆☆☆☆☆☆☆☆☆

### WESTON'S BEST

Young Gary Weston, one year old, son of Tom Weston, M.O. Infants' Goods, greets us all with a beaming smile.

☆☆☆☆☆☆☆☆☆☆

### M.O. Dress Goods

A dinner in honour of Mr. I. Kilpatrick's quarter century was held by our staff, August 31, at Moore's. Mr. Phil Odell, head of department, Store Dress Goods, was the M.C. Mr. Len Vincent, supervisor, presented Pat with a golf caddy cart on behalf of the staff. Following the dinner, a community sing-song led by Bert Kilgour was enjoyed.

We have several people on the sick list. To Mrs. Barbara Banner, Ivy Lewis and Helen Kittle go our best wishes for a speedy recovery.

### M.O. Staples

We extend sympathy to Glen Robison on the death of his brother, William, September 2.

We send best wishes to Mary Jane Dumas who has been ill, and we trust she will soon be feeling well again.

\* \* \*

### SEVENTH FLOOR

#### M.O. Women's and Misses' Dresses

By Ann Paul and Kay Kimak

Ruth Hodgson was presented with jewellery when she left our department. Good luck to you.

We are sorry to hear that Betty Anderson is laid up with pneumonia. Hope you'll be back with us soon, Betty.

#### Garment Factory—By A. Kirkby

Irene Barnabe's wedding to E. Butra took place, August 25, at St. Boniface Basilica. The staff presented her with a wool bedthrow.

We are sorry to report that Lila Moon and Miss Gaudry are away ill and wish them a speedy recovery.

Ann Kuypk, Alice Savoie and Tenie Grabinsky have decided to take up housekeeping duties for the present. Upon leaving the department a presentation was made to each of them.

#### M.O. Juvenile and Women's Sportswear

By M. Pariseau and G. Burns

Good wishes are in order for Denise Comeau on her recent engagement.

Steffie Baranowski left to be married to John Kupskey. Steffie was presented with copper-clad kitchenware by Mr. D. Oliphant, assistant, for the staff. Best of luck, Steffie, we are going to miss you.

Best wishes also to Irene Mitchell who left to marry Harold Gusnoski. She was presented with a coffee table as a gift from the staff. The girls of the department held a dinner at The Homestead, where Irene received boudoir lamps and a hassock.

\* \* \*

### EIGHTH FLOOR

#### M.O. Correspondence—By June deGagne

St. Mary's Cathedral was the scene of a quiet wedding when Evelyn Richard was married to Noel Bernier. Good wishes and lots of happiness to you both from all of us.

Thirty

Sincere sympathy is extended to Georgie Fontaine and family in the recent loss of their mother.

Good wishes go with Mrs. A. Pawlowska who left, September 15, to make her home in the east.

### M.O. Complaints—By J. Baynes

Madeline Pilon took the all-important step, August 25, when she was married to Leonard Henschel at Riverview United Church. She was presented with a torchere from the department, and was guest of honour at a dinner at the Rickshaw where she was given a lovely blanket.

Another charming bride of September 7 was Muriel Glennie, who became Mrs. Jack Graham at St. John's United Church. Muriel received a mirror from the department. She was guest of honour at a shower at the home of Ethel Cross, where a number of her friends in the department presented her with a table lamp, a "lazy Susan" and sandwich plate. Ann Medwduk made the presentation on behalf of those present. We join in wishing her lots of happiness in her married life.

Jessie Falconer, a popular member of the staff, was married August 21 to Lewis Hawkins. Jessie received a steam iron from the department.

To all our brides go best wishes from every one of us for many years of happiness.

The sincere sympathy of 118 and 118A is extended to Bob Ballantyne on the recent loss of his mother.

The bowling season has started once more and, as far as our departments are concerned, it promises to be an interesting one. Mr. Merrett's Set-Ups, who captured top honours last year, are out to repeat the performance, and "Jumbo" Westman's Fixers, who lost out by only ten pins, are bound they will have their revenge. Good luck to both teams.

Good wishes for every success and lots of luck go with Pat McMillan, who left September 8.

### M.O. Copying—By M. Shepherd

Our deepest sympathy is extended to Berniece Witwicki and Marianne Noga, each in the loss of a brother, and to Joan Cranwill, whose mother passed away.

Pat Kadera was married, September 14, to Bob McLeod at St. Matthew's Church. She was presented with a mirror from the department. Sonny Mosienko and Jo Korzak entertained her at a miscellaneous shower before she left.

Good wishes are in order for three of our girls who are each wearing a lovely new diamond: Doreen Ferguson, who received hers from Sgt. Ken Stewart; Lillian Salter, whose diamond was presented by Earle Hough, both on August 10, and Helen Kuxhouse, who received hers from Jack Grange, August 25. We wish you all the best.

September 15 was the day chosen by Frances Rodgers for her marriage to Hugh MacCoy at Ste. Anne's Church. As a parting gift from the department, Frances received a torchere. A kitchen shower was held at the home of Alice Montagnon. Mr. and Mrs. MacCoy will reside in Kenora.

### Photo Workroom—By S. Sapiak

Our best wishes go to Ray Gaunt who was married to Betty Smith, a former member of our staff, on August 25. He was presented with a mirror as a gift from the department.



*M.O. Salesroom, Files and Correspondence*  
By G. Brownlee and L. Louch

Our good wishes go to our three recent brides: Doreen Kowal, who married Gordon Beck, August 25, at Holy Ghost Church; Gloria Newman, married to Robert Edmonds, September 1, and Lillian Sedgewick, who married Thomas Marysh at Home Street Church of Christ, September 15. Doreen was presented with a sandwich toaster, waffle iron and electric kettle; Gloria received bed linen and a bedspread; Lillian was presented with a comforter and linen from the department, and kitchenware and blankets from the girls.

Diamonds never fail to appear in our department. The lucky girls this month are: Margaret Palmer, Margaret Hebert, Mary Minarik and Lucille Deauet. Good luck to you, girls, from all of us.

Glad to see Mrs. Dunnet and Betty Ann Adams back to work after their recent illnesses.

Agnes Farkas is home recuperating after a recent stay in hospital. Hope you are feeling better, Agnes.

Bowling time is here again. Ready to go, Merri-macs, Rustlers, Nomads, Meteors and the 5 o'clock bowlers? Let's see what you can do this season.

The baseball season is over and our congratulations go to Eileen Bell and Pearl Dawson of Cubs, who were on the winning team of "A" Division, and also to the good showing of June Ellis and Eileen Simpson of Royals.

\* \* \*

#### NINTH FLOOR

*M.O. Notions*

A very lovely diamond is gleaming on the third finger, left hand of Hilda Lohse. Congratulations to you, Bill Girdlestone, Men's Furnishings, Store. Proving again, of course, that it's wise to shop in the Mail!

\* \* \*

#### ENGINEERS

A stag was held, August 1, at Berry Hall, Norwood, in honour of Fred Bergman, of the Engineering staff, who was married in August. Fred was presented with a gift by Mr. A. Bowman, head of department. About 50 turned up for the party.

\* \* \*

#### ALEXANDER AVENUE WAREHOUSE

*M.O. Furniture—By A. Surbey*

The department gathered to wish one of our bachelors, Tom Davidson, happiness in his forthcoming marriage to Doris Sharp, of the Printing Plant. Mr. G. A. Fordyce, assistant, presented him with a set of dinnerware on behalf of the staff.

\* \* \*

#### PRINTING PLANT PATTEN

*By M. Torrance*

Congratulations to Mr. and Mrs. Douglas Thrush on the birth of a son.

A quiet wedding took place, September 1, when Doris Sharp married Tommy Davidson (M.O. Furniture). Good luck, Doris and Tommy.

#### THANK YOU NOTE

Mr. J. C. Hartley, Calgary Store, sends us the following note for publication:

"It is with sincere appreciation that I thank my many friends in the Store for their expressions of congratulations and well wishes on the occasion of my 40th anniversary with the Company. It is indeed a pleasure to work with so many fine Eatonians. Yours sincerely."

#### ELEVATOR UPS AND DOWNS

*By Agnes Reese*

Sorry that we have been late in reporting the weddings in our department, but here they are: Ann Stewart became the bride of Robert Davidson, June 30. Ann was presented with a torchere. Ann and Bob have now taken up residence in Brandon.

Joyce Schenk is now Mrs. W. Klapceki. Her remembrance was china. Joyce is back working with us.

Verna Talbot is now Mrs. L. Lescaibeau. Her parting gift was a leather bag.

Anita Borger was married to Robert Smith, August 18. Her gift from the staff was linen. She has returned to work with the Company.

Darlene Spackman became the bride of a fellow Eatonian, Douglas Cullens, September 8. Darlene received silverware from the girls.

Good luck and best wishes to all of you from all of us.

We have some new members to welcome, too. They are Connie Pope, Mabel Imlah and Birdie Woulfe.

Ann Brisley left, September 10, for England. Good luck, Ann.

#### A SONG OF THANKSGIVING

Thank God I can rejoice  
In human things—the multitude's glad voice,  
The street's warm surge beneath the city light,  
The rush of hurrying faces on my sight,  
The million-celled emotion in the press  
That would their human fellowship confess.  
Thank Thee because I may my brother feed,  
That Thou has opened me unto his need;  
Keep me from being callous, cold and blind,  
Teach me the melody of being kind.  
Thus, for my own and for my brother's sake—  
Thank Thee I am awake!

Thank Thee that I can trust!  
That though a thousand times I feel the thrust  
Of faith betrayed, I still have faith in man,  
Believe him pure and good since time began—  
Thy child forever, though he may forget  
The perfect mould in which his soul was set.  
Thank Thee that when love dies, fresh love  
springs up,  
New wonders pour from heaven's cup.  
Young to my soul the ancient need returns,  
Immortal in my heart the ardour burns;  
My altar fires replenished from above—  
Thank Thee that I can love!

Thank Thee that I can feel  
That though life's blade be terrible as steel,  
My soul is stript and naked to the fang,  
I crave the stab of beauty and the pang.  
To be alive,  
To think, to yearn, to strive,  
To suffer torture when the goal is wrong,  
To be sent back and fashioned strong,  
Rejoicing in the lesson that was taught  
By all the good the grim experience wrought;  
At last, exulting to arrive . . .  
Thank God I am alive!

—By Angela Morgan from "The Hour Has Struck"

# CONTACTS

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City Advertising



## *A Friend Has Passed*

### **J. G. (Jack) JOHNSON**

The sad news that Mr. J. G. (Jack) Johnson, head of department, Gloves and Hosiery, Mail Order, had died suddenly from a heart attack at Toronto on Tuesday, September 4, was a distinct shock to his legion of friends in the West. Mr. Johnson had been with the Company for over forty-two years.

The son of Icelandic settlers, Jonas George Johnson was born in Winnipeg. He started in the Millinery Department of Eaton's in 1909, and in 1916 was transferred to the Gloves and Hosiery, Mail Order, where he rose to head of department.



### **Gallant Sportsman**

In his earlier years husky Jack Johnson starred in various sports, especially big time lacrosse, as a member of the Victorias, Wanderers, Wellingtons and Nationals. Always the biggest man on the team, he was promptly tagged "Moose." This title is still remembered by sports fans of yesteryear who recall that "Moose" Johnson was a gallant stick handler who took more punishment than he dished out.

His active sports days over, Mr. Johnson interested himself in boys' work and the First Lutheran Church, of which he was a member. Big in heart as he was in stature, he will be greatly missed by all who knew him.

Surviving are his widow, Laufey; two sons, Dr. George J. Johnson, Gimli, Man.; Daniel, attending the University of Manitoba; two daughters, Gloria, now teaching in Winnipeg Schools; Viola, student at Daniel McIntyre Collegiate. To them is extended our deepest sympathy.

## **FRIENDLY SOUNDS**

*(From "Key of the House")*

So many friendly little sounds  
To charm a working day,  
The crackle of logs upon the  
hearth,  
Of teacups on a tray.

The laughter of the children  
Borne upon the breeze,  
The flutter of clean washing  
Hung out between the trees.

They tell of many little homes,  
Where women work and sew,  
And though they are but humble  
sounds,  
They mean a lot, you know.

## **In Memoriam**

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### **RICHARD W. McISAAC**

A tailor with the M.O. Men's Clothing Department for 24 years, Richard McIsaac passed away on September 2 at the age of 75. He was retired from the Company in November, 1946.

Mr. McIsaac was a member of the St. Vital United Church and had lived in St. Vital for 23 years. He was also a member of the Gladiolus Society.

Our deepest sympathy is extended to his widow, four sons, James, William, Richard and George; three daughters, Mrs. E. Prince, Saskatchewan; Mrs. Allen Matthews, Edmonton; Margaret, at home; a brother, Thomas, in Hamilton, and a sister in Scotland.

### **GILBERT CHRISTOPHER BLAMEY**

Contacts regrets to report the passing of Gilbert Christopher Blamey at Burnaby, B.C., on September 13, at the age of 63.

Mr. Blamey was employed with the Company in the M.O. Notions for 28 years before retiring in 1946.

Our sympathy is offered to his widow and three children, two brothers, Arnold with the M.O. Packing, and Urban in Burnaby, who survive.

### **MRS. VIOLET McKIM**

Mrs. Violet McKim passed away at her home on September 7 after a prolonged illness.

Mrs. McKim, who originally joined the staff in 1918, and later left the Company, was employed as a saleswoman in various departments over the years. Most of her service, however, was with the Men's Furnishings. At the time of her death she was on the staff of the Women's Sportswear. A capable saleswoman, her friendly and obliging manner made her popular with all.

She is survived by her husband, William; a daughter, Mrs. Joyce McDiarmid, and three grandchildren, to whom our sympathy is extended.

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**We extend sincere sympathy to those members of the staff who recently suffered bereavements:**

#### **In the Loss of a Mother**

MR. J. ALLAN (Men's Clothing)  
MISS J. FONTAINE (M.O. Correspondence)  
MISS L. FONTAINE (M.O. Sales Room)  
MISS M. BROUGHTON (Jewellery)  
MRS. M. JEFFERY (Grill Room Products)  
MRS. K. SINKBIEL (Budget Plan)  
MR. R. BALLENTYNE (Postal Investigation)  
MISS J. CRANWELL (M.O. Copying)

#### **In the Loss of a Sister**

MRS. A. SCHULTZ (Drugs)

#### **In the Loss of Her Husband**

MRS. H. LYTTLE (Employees' Lunch Room)

#### **In the Loss of an Infant**

MR. G. A. FINDLAY (Refrigerator Work Room)

#### **In the Loss of a Father**

MR. T. CORMIE (M.O. Draperies)  
MR. J. D. WRIGHT (M.O. Furniture)  
MRS. E. SMITH (Grocery Packing)  
MRS. D. ROTHWELL (Infants' Shoes)  
MRS. O. ROBINSON (Wages Office)  
MISS H. GIROUX (Women's Dresses)  
MISS F. GUNYUCK (Foodateria)  
MR. R. B. T. WHITBREAD (G.O.)  
MR. J. KOHANIK (Beauty Shop)  
MR. J. PATERSON (Men's Clothing)  
MISS E. BRIDGES (M.O. Copying)  
MISS L. BRIDGES (M.O. Radios)

#### **In the Loss of a Brother**

MISS B. WITWICKI (M.O. Copying)  
MISS P. WITWICKI (M.O. Girls' Clothing)  
MISS M. NOGA (M.O. Copying)  
MR. GLEN ROBISON (M.O. Linens)  
MR. A. BLAMEY (M.O. Packing)





*Diamond Eddie Says:*  
**N-O-W!**  
**Spelled Backwards**  
**Often Means**  
**SUCCESS!**

—•—  
**Send in Your Suggestions Today!**  
—•—

Did you win a prize in the TACA quiz? Whether you did or not, why not try to win a prize for a suggestion? Due to the increase in cost of our paper and twine and other supply items, we welcome useful suggestions as to how economies can be effected in the items you are using or that you see used in other departments of the Company.

How can a saving be made on any of the following?

**Wrapping Paper**  
**Tissue Paper**  
**Paper Bags**

**Twine**  
**Office Stationery**  
**Other Items**

N-O-W spelled backwards often means success. Probably you have had a brain wave about this and have not done anything about it. Write it on a suggestion form and drop it in the suggestion box today. It may mean dollars for you, and a saving for us!

***So Don't***  
***Neglect***  
***That . . . .***



**Suggestion Boxes in All Time Offices**

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WINNIPEG CANADA